

MADISON ATHENS-CLARKE OCONEE REGIONAL TRANSPORTATION STUDY (MACORTS) LONG RANGE TRANSPORTATION PLAN



CLIENT MACORTS	LOCATION Gainesville, GA	BUDGET \$12,000	COMPLETED August 2019
CONTACT Rachel Hatcher, AICP, LEED AP RS&H 7 E. Congress Street Suite 402 E Savannah, GA 31401 o. 678.528.7231 m. 912.977.4027	ROLE Contracted by RS&H for Public Outreach and Stakeholder Engagement	TEAM MEMBERS Caroline Evans, AICP Sarah Beddington, MPH	DURATION 23 months

Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS), the local transportation planning organization, is responsible for carrying out federally mandated, multimodal transportation planning for the region. In order to continue being eligible for transportation funding, MPOs must update their Long-Range Transportation Plans (LTRP) every five years. The LTRP covers a minimum 20-year planning horizon with fiscal constraint and Provides MPOs with the opportunity to assess how the existing transportation network is performing, estimate future demands, and identify needed investments. Blue Cypress Consulting teamed with RS&H and MACORTS in updating the latest MACORTS LTRP resulting in updated goals, objectives, and transportation priorities for the MPO region. The project ultimately produced a prioritized, cost-constrained list of projects that will be implemented by 2045.

Blue Cypress was responsible for Stakeholder Engagement and Public Outreach throughout the life of the project. Blue Cypress helped create a Stakeholder Advisory Committee, which provided guidance on the project, and conducted two rounds of stakeholder meeting over the project period. The Public Outreach portion included three rounds of public meetings and a public survey. The first round of open house styled meetings was spread throughout the MACORTS region in order to reach as much of the population as possible within the three counties region. Each meeting included project information, a table top exercise

allowing participants to identify project goals and objectives and an opportunity to participate in the project survey.



The project survey was created and delivered electronically via Survey Monkey and established an understanding of the public perception of transportation concerns, needs, and wants in the project area as well as attitudes toward potential solutions, and how those solutions should be prioritized. Blue Cypress planned and conducted a second round of public meetings which highlighted the goals and objectives identified in the first round of meetings and focused on prioritizing these as well as the identified solutions. The third and final round of public meetings shared the resulting prioritized, cost-constrained list of projects that will be implemented by 2045.

