Chapter 3

Establishing the Direction

2050 inMotion was developed through a robust public engagement process of uncovering challenges, discovering opportunities, formulating a direction, testing that direction, and prioritizing specific action items. The plan is built from hundreds of hours of discussion with the public. The public engagement process ensured inclusivity so that anyone interested in the Anderson MPA's future would have an opportunity to participate.

Multiple public engagement methods were utilized to gather input from MPA residents, community leaders, and business owners. These methods included both in-person and virtual tools so the public could be involved in the process from beginning to end through various platforms.

One of the process's primary goals was identifying challenges and opportunities in mobility. When discussing mobility, the public was asked to consider the experience of moving between Point A and Point B. Participants considered how individuals generally move throughout the region, what challenges they might face day-to-day, and how the transportation system could be improved. These community-based conversations will help coordinate future investments in the Anderson MPA's transportation system and establish a unified vision that will benefit all residents and business owners.

Public Engagement

Although people generally understand existing issues and have action items they would like to see completed, in long-range planning it is important to look beyond today's issues. Initial public engagement typically asks participants to highlight existing issues to facilitate discussing a vision of the future.

Long-range planning processes are built around a set of guiding statements that highlight priorities moving forward. The process typically begins with developing a vision statement that paints a picture of what the world should look like once the plan is fully implemented. Supporting goals, objectives, and actions are identified through the public engagement process and summarized in the vision statement. A visual representation of the traditional relationship between these items is shown in Figure 3.01. It is this guiding structure that allows planners to align analysis and identification of new action items with publicly supported priorities.
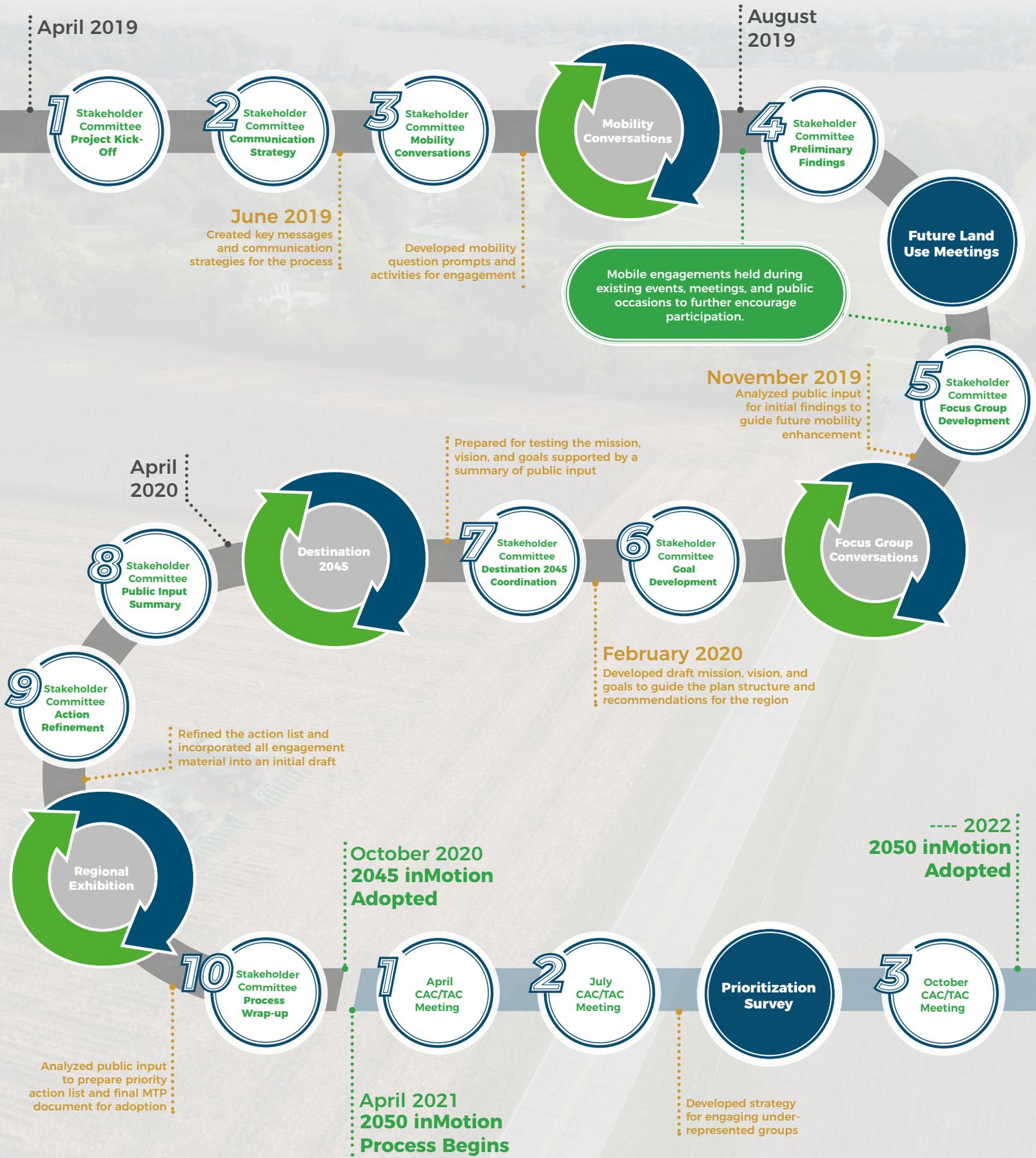
Figure 3.02 on the next page illustrates the various steps, concurrent public input opportunities, and public engagement events included in the planning process for *2050 inMotion*.

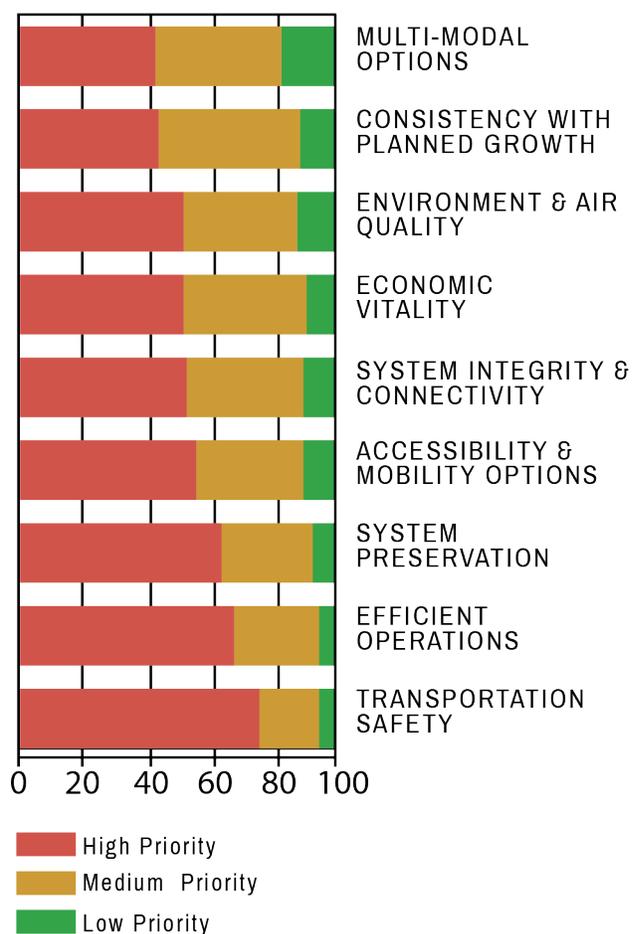**Figure 3.01:** Guiding Direction Framework

Process Timeline
Figure 3.02

April 2019

1 Stakeholder Committee Project Kick-Off

2 Stakeholder Committee Communication Strategy

June 2019
Created key messages and communication strategies for the process

3 Stakeholder Committee Mobility Conversations

Developed mobility question prompts and activities for engagement

Mobility Conversations

Mobile engagements held during existing events, meetings, and public occasions to further encourage participation.

August 2019

4 Stakeholder Committee Preliminary Findings

Future Land Use Meetings

November 2019
Analyzed public input for initial findings to guide future mobility enhancement

5 Stakeholder Committee Focus Group Development

April 2020

8 Stakeholder Committee Public Input Summary

Destination 2045

Prepared for testing the mission, vision, and goals supported by a summary of public input

7 Stakeholder Committee Destination 2045 Coordination

6 Stakeholder Committee Goal Development

Focus Group Conversations

February 2020
Developed draft mission, vision, and goals to guide the plan structure and recommendations for the region

9 Stakeholder Committee Action Refinement

Refined the action list and incorporated all engagement material into an initial draft

Regional Exhibition

October 2020
2045 inMotion Adopted

2022
2050 inMotion Adopted

10 Stakeholder Committee Process Wrap-up

1 April CAC/TAC Meeting

2 July CAC/TAC Meeting

Prioritization Survey

3 October CAC/TAC Meeting

Analyzed public input to prepare priority action list and final MTP document for adoption

April 2021
2050 inMotion Process Begins

Developed strategy for engaging under-represented groups

Heartland in Motion Transportation Study

The 2014 *Heartland in Motion* Transportation Study (HIM) was an extensive survey of households located within the Anderson MPA regarding their daily travel patterns and transportation preferences. The information gathered from this study provided not only a base understanding of regional activity, but also insight on funding priorities, transportation issues, and preferences for further analysis of mass transit feasibility. Over 1,900 households and 4,300 individuals participated in the survey, which laid the foundation for crafting messaging and identifying priorities

based off input for the *2050 inMotion* public engagement process. Figure 3.03 shows transportation preferences ranked by priority.

Stakeholder Committee

2050 inMotion builds on *2045 inMotion*, which officially began in spring 2019 with the formation of a Stakeholder Committee to guide the planning process. The 30-member committee was created through an open application process. To ensure the Anderson MPA was well-represented, individuals were included from a wide range of interests and backgrounds, including different demographic categories like age, race, gender, and geographic distribution. The committee held ten meetings with unique, specific goals and outcomes throughout the planning process.

While the committee's primary role was to assist in guiding the planning process, they were also instrumental in encouraging the public to participate. Committee members assisted by reviewing research and analysis materials and ultimately defined the direction of the plan. Their guidance helped develop a vision statement, mission statement, goals, recommendations, and specific actions.

Meeting 1 – Project Kick-Off

The first committee meeting served as an important introduction to the *2045 inMotion* process. Members were introduced to the planning team who provided an overview of the Anderson MPA, the intent of a Metropolitan Transportation Plan (MTP), and the overall outline for the *2045 inMotion* planning process. The committee spent most of this meeting discussing messaging, how to motivate participation from all communities, potential challenges for the public engagement process, and what community networks

Figure 3.03: HIM Study Results

could be utilized to reach the public. The group highlighted the importance of different messaging focuses based on community and subregion:

- The North subregion—increasing access to amenities that have been consistently moving further away
- The Central-East subregion—underserved communities and non-vehicular transportation options
- The Southwest subregion—ongoing growth pressures and preparations to support increasing traffic and congestion issues

Figure 3.04 Steering Committee Meeting

Meeting 2 – Communication Strategy

The second committee meeting focused on preparing for the first round of public engagement activities. Committee members also assisted the planning team in developing a series of six workshops called Mobility Conversations held in different communities across the Anderson MPA. Communication strategies to encourage public participation were formulated with clear delineations between the concurrent processes of *2045 in-Motion* and the *Forward Madison County Comprehensive Plan*.

Meeting 3 – Mobility Conversations

The third committee meeting continued the discussion about developing activities for the Mobility Conversation Workshops and tested some of those activities with the committee. Members were shown the workshop presentation along with key prompts the public would be asked regarding opportunities and challenges. Committee members provided input on their hopes and concerns for the Anderson MPA and identified specific areas to address them. They were asked to begin thinking about specific programs, projects, and policies that would enhance mobility throughout the region. Committee members highlighted the importance of health and safety as considerations for public input and noted that the public engagement process should be centered around these topics.

Meeting 4 – Preliminary Engagement Findings

The fourth committee meeting included a review of the preliminary results of the Mobility Conversation Workshops, as well as any mobile events held to date. During these events, the public identified hopes and desires for the future that included beautification, improved infrastructure, and connections to natural features. Specific concerns identified included transit access, infrastructure maintenance, and safety measures for pedestrians. The planning team also presented regional trends and future demands with the committee, sharing the technical analysis process that would assist in identifying future programs, policies, and projects. The committee also noted the need to narrow scenario planning efforts to only a

few select scenarios since it would likely be difficult to work with the public on a more complicated scenario process.

Figure 3.05 Steering Committee Meeting

Meeting 5 – Focus Group Development

The fifth committee meeting included the complete summary of findings from the Mobility Conversation Workshops and Mobile Engagements conducted to date. Those findings included major opportunities for technology, trail connectivity, and bicycle & pedestrian infrastructure improvements. In addition, challenges identified included ongoing safety concerns, infrastructure maintenance, and missing sidewalk/trail connections. The planning team used this input to develop Focus Groups to discuss specific topics and gather more input on recurring themes emerging from public comments. The committee challenged the planning team to identify short-term outcomes that would encourage focus group participation.

Meeting 6 – Goal Development

The sixth committee meeting initiated the second round of public engagement and represented the halfway point in the public engagement process. After reviewing a summary of public input received to date, the committee assisted the planning team in developing an agenda for a community summit event, Destination 2045. A draft vision statement was discussed at length, as well as what specific goals and actions could be developed. The committee asked the planning team to add a mission statement as a distinct way to illustrate the process for accomplishing the plan's future vision. In addition, the committee identified specific questions that should be asked during Destination 2045.

Meeting 7 – Destination 2045 Coordination

The seventh committee meeting focused on further refining the vision statement for *2045 inMotion*. Committee members provided input on testing this draft statement at the upcoming event. The planning team provided a preview of the activities planned, including an online polling activity for questions related to mobility, the mission/vision statements, goals, and specific community priorities. The committee was challenged to identify individuals in their network who could be invited to participate in Destination 2045.

Meeting 8 – Public Input Summary

Due to COVID-19, the eighth committee meeting was held virtually to protect members' health and safeties. Committee members used this meeting to prepare online engagement tools for those who were unable to attend Destination 2045. Members also provided final thoughts on the mission, vision, and goal statements. This meeting included an explanation of the transition from guiding structure to specific action items. Committee members were asked to begin providing program, policy, project, and plan ideas to include as action items.

Meeting 9 – Action Refinement

With COVID-19 still a concern, the ninth committee meeting was also held virtually to ensure the process continued as scheduled. The planning team shared various types of actions identified through public input, as well as identifying those that had already been programmed for implementation. The committee shared additional thoughts on the types of action items that should be included to further enhance mobility through a series of breakout sessions identifying priority investments and improvements.

Meeting 10 – Process Wrap-up

The final committee meeting outlined future opportunities to continue conversations from the *2045 inMotion* planning process. A brief overview of the draft MTP was presented to the committee and next steps following the planning process were highlighted. Committee members discussed the final fiscally constrained project list and identified any other issues. The planning team used this meeting to thank the committee members for their work and dedication in reviewing, refining, and developing the plan.

Online Engagement

Throughout the planning process, in-person events and conversations were duplicated online to gather additional input from those unable to attend public engagement opportunities. Several methods were utilized to allow the public to ask questions, respond to specific survey items, promote ideas/actions, and engage with other people participating in the planning process.

MindMixer was an online platform used for public engagement. MindMixer provided a location for members of the public to follow the planning process and provide input mirroring in-person events. In addition, a *2045 inMotion* website was developed to link visitors to the MindMixer platform as well as provide copies of various materials, information sources, and documents. The website provided a forum to connect communities to the process through updates to upcoming events, online surveys, discussion forums, and a resource center for all reports, presentations, and agendas developed throughout the process. Online engagement opportunities supplemented in-person events by allowing people to offer their input if they were unable to attend an event, which ensured everyone could participate in a way that was convenient for their schedules. Social media outlets like Facebook supplemented MindMixer and generated discussion around core topics of in-person meetings.

- MindMixer – 4,000 total page views on MindMixer connecting people to 2045 inMotion.
- Facebook – 8,300+ people reached through Facebook posts and engagement.
- Project Website – 100+ people identified their opportunities and challenges for mobility in the region.

Each of these online engagement opportunities served an important role in increasing the accessibility of public engagement. The planning team used diverse online tools to gather additional feedback on in-person meeting prompts about community strengths and opportunities. These tools became more vital with COVID-19 since all engagement was limited to virtual or online participation, but *2045 inMotion* had the methods for continuing discussions at a crucial time in the planning process.

Mobile Engagement

In addition to structured public engagement like the Mobility Conversations and Focus Group meetings, MCCOG solicited input by attending existing events and public gatherings. These mobile engagement opportunities encouraged participation by taking the conversation to the public in a nonstandard setting and allowed for the formulation of talking points to use in future engagement activities.

Figure 3.06 Steering Committee Meeting

Although these engagements were hosted throughout the process, most occurred near the beginning due to the availability of annual summer events. A range of activities were conducted at each Mobile Engagement, which allowed participants to spend as little or as much time providing input as they liked. The planning team used both paper and online surveys to identify existing challenges and opportunities, while also gathering demographic and background information from each participant. In addition, mapping activities gave participants an opportunity to identify specific conflict locations or best practice examples for mobility in the region. These discussions reinforced focus areas for organizing the plan and identified potential strategies to support the mission, vision, and goal statements for *2045 inMotion*. Each individual engagement

provided additional insight into public opinions and priorities, as well as directly connected participants to the process by supporting on-site registration assistance into the MindMixer platform.

Mobile Engagement opportunities were convenient for taking activities and surveys directly to the public. Over 400 individuals participated in these events and provided hundreds of comments.

Community Hospital Anderson

The planning team coordinated two mobile engagement opportunities at Community Hospital Anderson (CHA). CHA is one of the largest employers in the Anderson MPA, and the Stakeholder Committee indicated a key interest in the transportation system's connection to health. Participants were intercepted in the CHA cafeteria during the lunch and 3rd shift break periods. Results focused on the lack of sidewalk and trail connections around the hospital campus and the importance of mass transit connections to the Indianapolis region for supporting hospital and treatment connections. The 3rd shift was actively engaged to provide input on the system from a unique perspective and represented an opportunity to hear from community members who do not typically have the option to attend public meetings. Discussion with participants focused on the need for lighting as a protective measure for 3rd shift commuters.

> "We are planning for the future of our prosperity."

Fortville Summer Concert Series

The Town of Fortville hosts a series of concerts in Landmark Park near downtown Fortville. The planning team attended the final concert of the summer to gather additional input on the transportation system and bring attention to the *2045 inMotion* process. Residents expressed concern about US-36, denoting the high speeds and lacking pedestrian safety. Discussion further highlighted US-36 as a barrier separating the north and south portions of the community.

Madison County 4-H Fair

The planning teams for the *2045 inMotion* and *Forward Madison County 2035 Comprehensive Plan* co-hosted an engagement opportunity during the Madison County 4-H Fair. The week-long event provided opportunities to gather input and promote the ongoing Mobility Conversations. Partnering with the Comprehensive Plan team allowed for discussions to cover a broad range of topics that impact transportation like land use and drainage issues. Input received for both discussions and the mapping activity focused on the importance of maintenance for roadways, sidewalks, and trails.

Elwood Glass Festival

The 48th annual Elwood Glass Festival was hosted in mid-August 2019 in Elwood's Callaway Park. The event is an arts, crafts, and entertainment tribute to the unique hand-blown art glass produced in Elwood since the gas boom nearly 100 years ago. One notable interaction from the event was a discussion with an individual who uses a wheelchair. He provided the planning team with a lot of insight into sidewalk and curb ramp issues as well as the vital role of mobility in supporting independence. Other discussions from the

event focused on system safety for all road users and access to rural transit opportunities for people without a reliable vehicle.

Madison County Health Fair

The Madison County Health Fair varied somewhat from previous mobile engagements. The event is sponsored by the Madison County Health Department and the Madison County Department of Human Resources. Activities focused on the nexus between the built environment and public health by comparing development types and their associated walk access levels. Posters showed the approximate percentage of the population within a five-minute walk to various locations like parks, schools, and hospitals for each of three development types: interstate, infill, redevelopment. After reviewing the comparisons, participants were asked a series of questions, such as what scenario they expect to see, what they want to see, and why they want to see it. Although most participants expect to see growth continue near the interstate, the vast majority noted a preference for infill development as the most cost-effective and health-supporting option. As the first introduction to scenario planning within the process, this event was a major milestone that helped craft further messaging later in the process.

The survey and poster used during the Health Fair can be found in the appendix.

> "We are starting to plan – rather than just sprawl!"

Mobility Conversation Workshops

In July and August of 2019, a series of six public workshops and two targeted workshops were held in communities across the region to engage community leaders, stakeholders, and other members of the public in open discussions. Each workshop was intended to collect as much feedback from participants as possible to begin identifying themes for technical analysis and review by the planning team. All feedback assisted the planning team in defining the critical pathways forward through the planning process. The six public workshops included:

- Fortville
- Anderson Public Library
- Alexandria Emery Lee Building
- Chesterfield Millcreek Civic Center
- Anderson Impact Center
- Pendleton Community Library

Each workshop presented information on regional mobility and provided a series of activities to encourage participants to think broadly about how they get around the region. To begin, participants proposed a headline for the result of *2045 inMotion*, thinking about where they hope the region will be once the plan is fully implemented. The remainder of the event was spent facilitating small group discussions attempting to answer three questions:

- What makes you optimistic when thinking about the future of mobility?
- What are your greatest concerns?
- What specific actions or ideas do you believe would enhance mobility?

 Although action items were typically focused on the community where the workshop was hosted, general themes were apparent

throughout all workshops. Technology, trail connections, and road improvements were a few of the top optimistic themes, with technology representing 12% of all comments received. Some of the top concerns focused on safety, aging infrastructure, and system gaps in service, with safety comprising nearly 25% of the comments received.

In addition to the six public workshops, two targeted workshops were also conducted using the same activities as the mobility conversation workshops. Like the Mobile Engagements, each of these workshops was part of an exist-

Figure 3.07 Mapping Exercise

ing event. The targeted workshops offered an opportunity to engage with specific segments of the population with interests in mobility and the transportation system or typically underrepresented in planning: runners, cyclists, older adults, and cultural minorities.

Anderson Road Runners

The planning team coordinated with the Anderson Road Runners regularly scheduled Thursday evening runs. Once each month, the run ends with an informal meeting and cookout. The planning team was able to join the event to walk attendees through a condensed version of the small group discussions included in the mobility conversation workshops, as well as providing the mapping exercise, as seen in Figure 3.07, from other mobile engagements. Club members provided numerous locations with trail and sidewalk maintenance

94 comments gathered as part of the mapping exercise

issues, areas with too little lighting to feel safe running alone, and dangerous roadway crossings. In addition, there was specific discussion on the Mounds Greenway trail proposal to link Anderson and Muncie along the White River. Finally, in the small group conversations, multiple groups discussed a lack of education across the MPA for cyclists, pedestrians, and motorists, especially when interacting together and the hazardous conditions created when individuals do not know what to expect from other road users.

Impact Center Senior Luncheon

The Anderson Impact Center (AIC), located in West Anderson also known as the Sweet 16 neighborhood, plays a key role in providing programs and services to assist residents in achieving health, employment, and economic stability. As part of the senior program, the AIC hosts a monthly luncheon and invited the Planning Team to present to the group and

solicit feedback. Most of the event was spent in facilitated small group discussions about transportation concerns, optimisms, and specific actions. Attendees noted the need for additional education on newer system designs such as roundabouts and new technology or mobility options like ride sharing. Attendees also expressed growing concern for their individual abilities to move within the region and to Indianapolis to visit family, friends, hospitals, and the multitude of amenities. Discussions noted the potential for mass transit connections to support the aging population and growing number of commuters in the region; furthermore, they often referenced the interurban railway system that connected the region's communities in the early 20th century.

Growth & Development Meetings

The *2045 inMotion* team partnered with the *Forward Madison County 2035 Comprehensive Plan* team to gain insight on land use and transportation connections through the growth & development meetings series. The transportation system is directly linked to land use, so the partnership provided an opportunity to illustrate the connection to the public and gather input to support *2045 inMotion* scenario planning work. A total of eight meetings were held in Madison County at the following locations:

- Anderson Museum of Art
- Summitville Public Library
- Frankton Police Department
- Alexandria Emery Lee Building
- Elwood Public Library
- Lapel Fraternal Order of Eagles Building
- Markleville Town Hall
- Pendleton Gallery 119

Attendees were led through a series of questions about locating various land uses, such as single-family homes and industrial facilities, highlighting areas for preservation, and identifying roadway and trail expansion opportunities. Discussion group facilitators mapped input to be used for developing a future transportation and land use map. Participants expressed support for controlling growth to preserve agricultural and natural resources through infill and redevelopment projects, while noting they expect large subdivision development in southwest Madison County. A proposed rail-to-trail project between Anderson and Elwood called the Panhandle Trail was highlighted as an important regional trail connection to link communities countywide.

Transportation system improvement discussions focused on roadway and sidewalk maintenance as well as expanding sidewalk networks within communities. CR-800 S near I-69 Exit 214 was noted as a problem area to be studied further, especially as new development is added. Finally, conversation on the potential and desire for mass transit connecting Madison County to Indianapolis was brought up in multiple communities.

"Looking ahead to the future is paramount."

Focus Group Meetings

Following the mobility conversation workshops, the planning team and Stakeholder Committee identified seven topic areas for additional targeted discussions to fill gaps in input. Three to ten participants involved personally or professionally in the topic area were invited to attend a focus group meeting. Conversations began with a brief overview of the process before opening the discussion to concerns, optimisms, and action items in today's transportation system. Finally, the discussion shifted to focus more on the future as participants reviewed four development scenarios that outlined unique development patterns that could potentially impact the Anderson MPA.

- Improved Status Quo – Future development is heavily dependent on roads and growth is limited, meaning the population continues to age over time.
- Investing in Place – There is greater reinvestment in the city center; development is largely downtown and infill (building on existing vacant lots).
- Waterfront Development – A large catalytic waterfront project occurs along the White River spurring additional growth.
- Connected World – Technological change such as automated vehicles have a large effect on the region.

The participants were presented the scenarios and asked to consider the implications of supporting each unique development pattern. The planning team outlined the likely level of growth, core industry focus, and other distinct changes for each focus group to consider as well. Discussion varied significantly between each of the seven focus groups.

Vulnerable Road Users

This focus group discussed ways to protect people when they travel through the transportation system. Participants included local/county/state police, public safety personnel, emergency management personnel, and towing personnel. Discussion topics included congestion, interstate pinch points, infrastructure programming, and interactions with railroads. Forecasting and strategic alignment were deemed essential to support the future transportation system and attendees specifically noted potential programs such as Traffic Incident Management (TIM) and designated detour routes during crashes for supporting quick and safe traffic re-routing.

Safety & Emergency Management

This focus group discussed ways to protect people in the region when travelling through the transportation system. Participants included local, county, and state police; public safety; emergency management; and towing personnel. Discussion topics included congestion, interstate pinch points, infrastructure programming, and interactions with railroads. Forecasting and strategic alignment were deemed essential to support the future transportation system and attendees specifically noted potential programs such as Traffic Incident Management (TIM) and designated detour routes during crashes for supporting quick and safe traffic re-routing.

Underserved Populations

This focus group discussed access to opportunities, essential services, and the disparate impacts of transportation projects in the past. Attendees noted the importance of connecting rural and urban communities, the significance of libraries as central services,

strategic alignment across multiple organizations and communities to increase the impact of future investment, scheduling and access to public transit, and pedestrian safety. Participants also discussed the opportunity of ridesharing programs such as Uber and Lyft to increase access to opportunities for low-income populations but noted the importance of policy to encourage supporting these opportunities.

Transit

This focus group discussed ways to provide local and regional transit connections from neighborhoods to employment centers and entertainment nodes. Community Hospital Anderson developed its MedExpress program to provide residents with a way to get to the hospital after a survey determined that transportation was one of the main barriers keeping people from getting healthcare. Attendees discussed the gap in transit service and implications for residents, including the opportunity for a mass transit connection to Indianapolis. Other discussion topics included developing a transit access plan, carpooling opportunities, identifying best practices, and transit education programs.

Freight & Logistics

This focus group discussed the importance of the movement of goods across the transportation system. Discussion topics included train grade conflict points, multi-jurisdictional coordination, distracted driving concerns, workforce support, and ensuring that infrastructure is maintained. Attendees directly noted the pros and cons of CAVs for the trucking industry by discussing major impacts to personnel as well as expected safety and efficiency improvements.

Business & Development

This focus group discussed the various communities across the region and their differences in development. Attendees noted the rapid residential growth in the Southwest subregion and its impact on small towns such as Fortville and Pendleton, including the transportation issues that have emerged in these areas. When discussing development patterns, attendees noted the lack of regional or community policies counteracting the ease of greenfield development, and the resulting automobile reliance. In addition, attendees provided insight into homebuilding trends, the economic impact of the Anderson Airport, leveraging railroad connections, and exploring the cost of utilities and permitting fees.

Innovation & Technology

This focus group discussed emerging technologies that bring mobility into the 21st century and beyond. Discussion topics included the Pacers Bikeshare Program, funding mechanisms for supporting new technology, return-on-investment for public funding, potential private partnerships for innovation, and electrification of vehicles such as BRT and carshare. Attendees agreed that even high growth scenarios around connected and autonomous vehicles need to focus on increasing density and encouraging mixed-use development to reduce overall reliance on vehicles for mobility.

These comments provided the planning team with more robust understanding on the topical areas and how the community experiences existing challenges. These small stakeholder discussions encouraged in-depth insight, as well as highlighting specific areas of concern for short-term programmatic and long-term policy changes. In addition to high-level discussions, the planning team gained input on existing priority issue areas to concentrate improvements and align with the needs of various professional groups.

Destination 2045

In March 2020, the planning team hosted *Destination 2045: A Community Summit on our Region's Future* as the transition point from today's challenges to those that might be faced over the next 25 years. Attendees were updated on major themes from the public engagement process to date and presented an overview of regional growth trends and transportation issues before a keynote speaker set the stage for thinking about the future. The keynote speaker, Gabe Klein, directly discussed impacts of technological advances for redefining how people experience the transportation system and notable disruptions to consider as part of the planning process. Group activities, live polling, and table discussions gave attendees opportunities to provide feedback on the guiding direction and identify investment priorities.

More than 104 comments & thoughts provided by stakeholders at the focus group discussions

Live Polling

The live online poll directed participants to think about their daily experiences with local and regional mobility. Questions included: "What type of community do you live in?", "Does your neighborhood have sidewalk connections?", "How do they get to work or school?", and "How long their commute is among others?". Then the poll shifted towards thinking about future investments and how

they can influence existing concerns. Questions included: "What makes a strong quality of place?", "What initiatives would you support to reduce emissions?", and "How would you invest $100 million in the transportation sys-
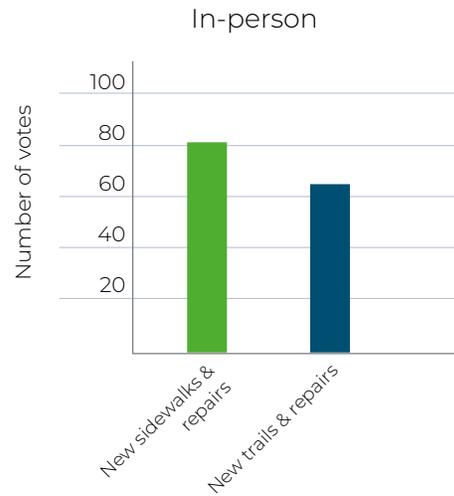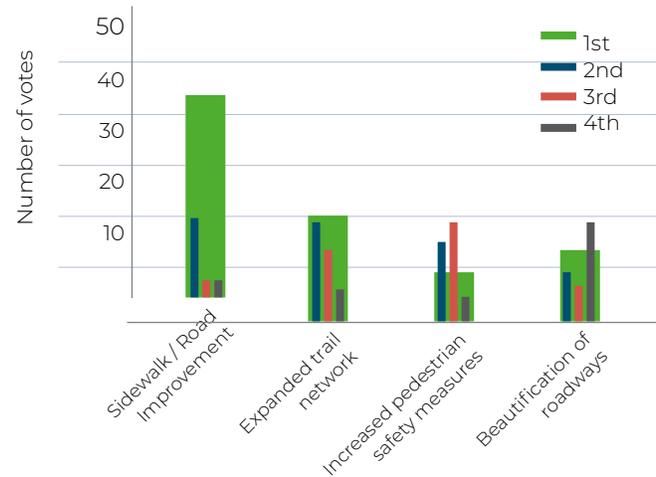

Figure 3.08 Destination 2045

tem?". Other polling examples can be found in Figure 3.09. The final portion of the poll tested the guiding structure of the MTP by presenting the draft mission, vision, and principle statements developed with the Stakeholder Committee. Participants were asked to rate how much they support the existing statements and identify what is missing.

Table Discussions

The second activity involved table discussions about the online poll results and outlining specific action items that would enhance mobility. Table discussions centered around three central questions: "Did anything surprise you?", "Was there anything you found interesting?", and "What specific programs, policies, and projects could enhance and strengthen the mobility network?". These discussions yielded many unique comments about measuring quality of life factors of mobility, improving

Figure 3.09: Polling Examples

Aside from weather, what would encourage you to walk more?

In-person

Facebook

What types of initiatives would you support to reduce emissions?
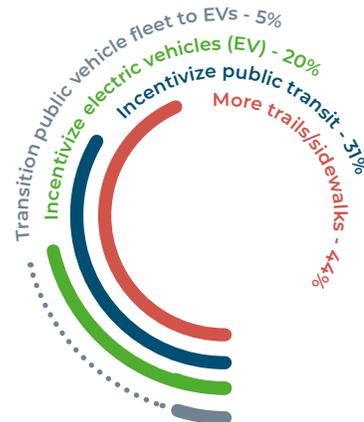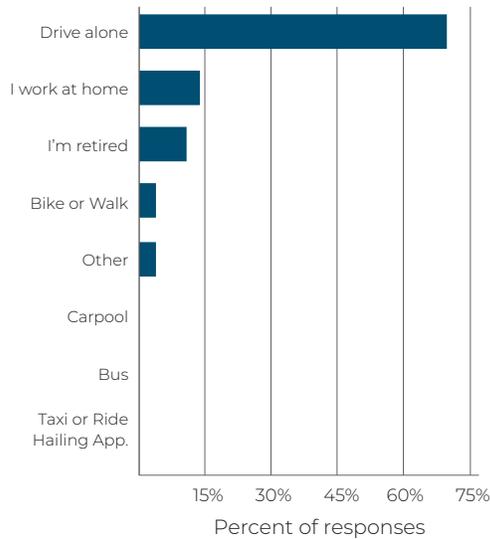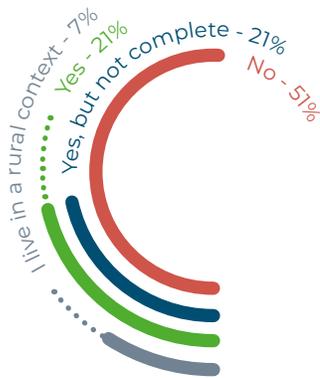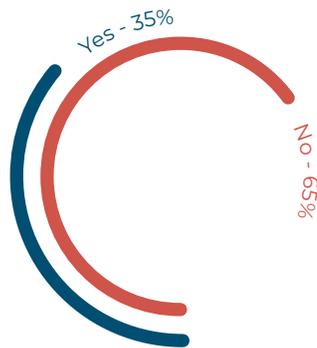
How do you get to work or school everyday?

Percent of responses

Does the area around your house have side-walks?

In-person

Facebook

safety for pedestrians and bicyclists, increasing public involvement in mobility planning, and defining the walkability factors of the region.

Guiding Structure

This event also allowed the planning team to affirm that the mission, vision, and principle statements reflected the comments, thoughts, and ideas collected. The final activity present-ed the attendees with this guiding structure and explained the relationship between these final draft statements and how they will guide the final plan's development. Figure 3.11 shows the final guiding structure for *2050 inMotion*.

Mission Statement – [Approach or Process]

"We aspire to create a safe & complete transportation system that puts people first."

Vision Statement – [Desired Future Position or Outcome]

"Through 2050 inMotion, we aim to realize a transportation system that is efficient, effective, and equitable."

Principle Statements

The principle statements illustrate the goals or desired outcomes in the simplest terms. They directly support the vision statement by further explaining its components. Each principle was crafted from public input and directly updated by the Stakeholder Committee.

Efficient – Emphasize strategic investments through collaboration that enhances existing assets, community connectivity, and use of land.

Figure 3.11: Final Guiding Structure

Effective – Seamlessly integrate multiple modes of transportation and embrace innovation to safely connect our community locally and regionally.

Equitable – Ensure all residents have access to the growing opportunities of the broader region with sensitivity to environmental and health impacts.

Actions

In standard practice, each goal is supported by unique objectives. However, this guiding structure outlines action categories that support all three principles. By modifying the standard approach, *2050 inMotion* acknowledges that actions can and should advance more than one principle at a time.

An action can be a project, program, policy, or plan that needs to be completed to accomplish the regional vision. Some actions may be completed in the short-term or are ready for immediate implementation, while others are significant in scale and scope requiring long-term efforts for support and implementation.

Each action has been organized into categories or objectives based on main concerns throughout the public engagement process. The action categories represent a method for combining actions that are strategically focused and define methods for measuring their implementation over time. The categories were specifically developed to align the principal goals with the mission statement and are defined by what the action does "to" or "for" people.

Protect – Cover or shield from danger or injury. Action items within this category ensure the safe transportation of people and goods throughout the MPA.

Move – Advance people from one place to another. Action items within this category facilitate the transport of people and goods in a regional manner.

Connect – Join or link people, places, and activities. Action items within this category facilitate linkages between local land uses, people, and goods.

Educate – Develop by teaching. Action items within this category increase awareness and provide opportunities for the exchange of knowledge between community members, elected officials, and planning staff.

Presenting these statements and subsequent confirmation from the public was an important step to "test the direction" that would guide the remainder of the planning process. This guiding structure was later finalized with the Stakeholder Committee based on input from Destination 2045.

Regional Exhibition

Following Destination 2045 and finalizing the guiding structure, *2050 inMotion* highlights key actions for achieving the desired future. Actions are identified through public input and transportation system analysis. The Regional Exhibition was intended to provide an opportunity for the public to weigh in on the initial *2045 inMotion* action items. Though the Regional Exhibition was initially planned as a series of in-person meetings throughout the MPA, it was redefined in the wake of the COVID-19 pandemic. Public input was gathered using online activities that were available for the entire month of September 2020 through the project website. The event was promoted by multiple area newspapers, as well as targeted social media campaigns to encourage maximum participation.

The online activities were organized into two primary components. The first component included an opportunity to review the draft plan document and provide general comments. A link to the document was provided and updated periodically as comments were incorporated. Participants were also provided with an interactive map of the Anderson MPA to understand the regional context for the MTP. Many participants were appreciative of the plan direction and multiple opportunities for engagement throughout the process. Improvements for Broadway Street and trail extensions across Madison County represent-

148 Facebook Links connecting people to the 2045 inMotion website

ed a few specific projects that participants supported. Others noted concerns that the action list would cause traffic problems in already congested areas.

The second component asked participants to identify priority actions for each of the four action categories along with general feedback on the types of actions. Participants could review the entire list of actions with an optional dropdown description of each individual action. Participants were then asked to respond to a series of four prompts to identify priorities or missing projects from the listed actions.

The four prompts were repeated for each of the categories:

- What are your top three priority infrastructure actions?
- What are your top three priority non-infrastructure actions?
- Do these actions align with the future vision for the region's transportation system?
- Is there anything missing from the action recommendations?

Each category could be completed individually allowing for participants to return later to finish the activities. Projects involving trail connections or extensions were considered among the top priorities such as the White River Trail Extension Project and Beulah Park Trail Construction Project. Priority programs focused on identifying missing sidewalk connections in neighborhoods and ensuring appropriate safety measures for pedestrians and bicyclists. Several participants noted a general comment to assist smaller communities throughout the region. They felt that all the actions represented opportunities to improve transportation but wanted to ensure that connectivity between communities was a focus for future investments.
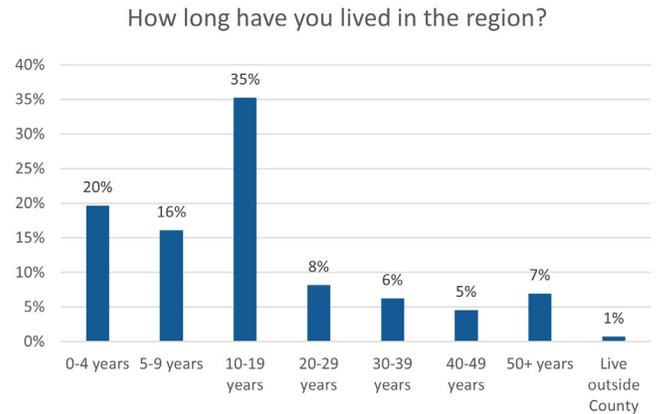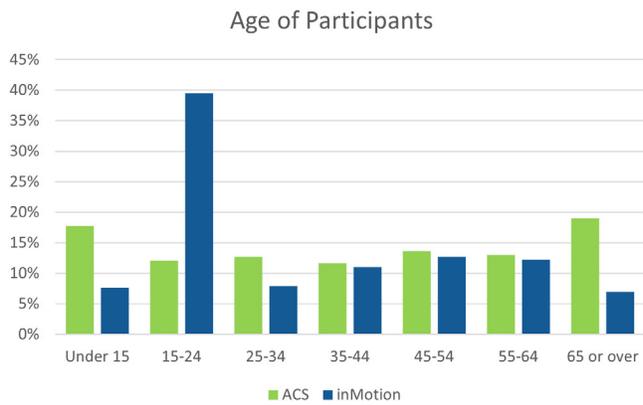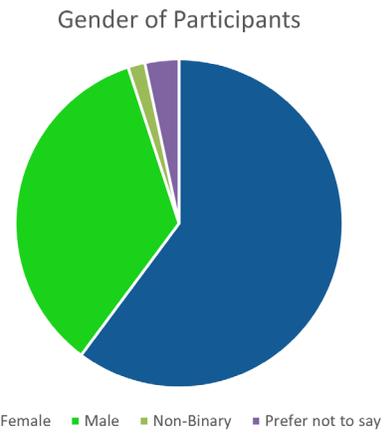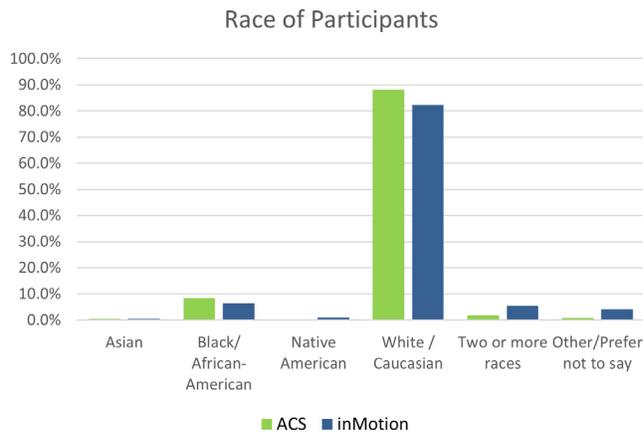
The intent of the Regional Exhibition communicated the results of the planning process through a preliminary list of actions. This engagement opportunity allowed the public to ensure that their input had been incorporated

14 unique responses refining the recommendations of the MTP

into the draft plan and was representative of

Race of Participants

ACS ■ inMotion

Gender of Participants

■ Female ■ Male ■ Non-Binary ■ Prefer not to say

Age of Participants

ACS ■ inMotion

How long have you lived in the region?

0-4 years: 20%
5-9 years: 16%
10-19 years: 35%
20-29 years: 8%
30-39 years: 6%
40-49 years: 5%
50+ years: 7%
Live outside County: 1%

Figure 3.12: Participant Demographics

the feedback, thoughts, and ideas that had been gathered throughout the public engagement process.

Citizen Advisory Committee (CAC) and Technical Advisory Committee (TAC)

Due to the limited extent of the *2050 inMotion* update, a project-specific stakeholder committee was not established, and the CAC and TAC were utilized to inform the update instead. CAC and TAC Meetings are held quarterly with an active participation of approximately 15 to 25 stakeholders at each meeting. This approach allowed the MCCOG team to target discussions on the public involvement and technical update components of the process. This approach allowed the MCCOG team to target discussions on the public involvement

and technical update components of the process.

The April 2021 CAC and TAC meetings both introduced the *2050 inMotion* process and the purpose behind an update only one year after the initial adoption, as opposed to the standard 4-year cycle— to align the MCCOG and Indianapolis MPO MTP update cycles and simplify coordination between the two MPOs. The CAC meeting then transitioned to discuss the lack of engagement from young people (ages 15-24) and people with limited English proficiency in the *2045 inMotion* process. Attendees provided guidance on reaching these populations and suggested contacting high schools, colleges, and churches. The TAC meeting transitioned from the purpose of *2050 inMotion* to a general discussion on population and employment change within each

subregion. Attendees discussed growth along I-69, Elwood's access to Hamilton County via SR 37, and how redevelopment and affordable housing is key to growth in the Central-East subregion.

The July 2021 CAC meeting focused on action items developed through the *2045 inMotion* process. The MCCOG team updated attendees on the status of action item implementation throughout the MPA. Additionally, the first version of the *Action Item Prioritization Survey* was tested. The MCCOG team walked through 37 non-infrastructure action items that do not have set deadlines or mandated update cycles, explaining each to attendees and asking them to rank priorities within each action category, according to their own opinion. A handout with basic descriptions and an associated action item code was included with the survey for attendees to reference. Overall, attendees found the survey usable if the explanation of each action item was provided in addition to the action name.

The July 2021 TAC meeting included an online mapping exercise for allocating population and employment changes. Attendees were split into two small groups to provide an opportunity for in-depth discussion and results were reported back to the entire group. The exercise was intended to ensure that land use assumptions follow local expertise. Most attendees noted the Southwest subregion was expecting the largest increases in population and employment with the majority of growth expected along I-69 at the 214 and 219 interchanges. The Central-East subregion was identified for high employment increases, especially at the I-69 Exit 222 interchange, but low population growth overall. Finally, there was some discussion about the North

subregion and the disconnect between expectations and forecasted decline in that area.

The October 2021 TAC and CAC meetings began with an update on the new 2050 population and employment forecasts, as the forecasts were revised for the MTP update. The committees were then updated on public input efforts. The action item prioritization survey, the first draft of which was tested by the CAC in July, was simplified, and distributed to target audiences beginning in September. The committees were then briefed on the survey results to date, with particular attention on the large bump in responses from the 15-24 age group.

Action Item Prioritization Survey

The *Action Item Prioritization Survey* was released to the general public in September. The survey included action items from the MTP that are discretionary and do not have specific timelines for completion, as opposed to actions with Federally mandated update or adoption cycles. Respondents were asked to rank action items according to what they considered the highest to lowest priority within each of the 4 categories (Protect, Move, Connect, and Educate). After ranking within each category respondents were asked to identify their top 3 most important actions regardless of category. Prior to the survey release and following discussion with the CAC, action item descriptions were simplified for clarity and planning jargon was eliminated to make the survey as accessible for all age categories as possible.

Targeted outreach was conducted for the two demographic groups that were underrepresented in the *2045 inMotion* public engagement process: under 25-year-olds and people with limited English proficiency (LEP).

In addition to English, the survey was translated into Spanish, as the most prominent language spoken in limited English proficiency households, for distribution. MCCOG worked with a local coalition of organizations to expand outreach efforts directly into the Spanish-speaking population. Additionally, MCCOG coordinated with all high schools in the MPA that were willing to directly distribute the survey link to students.

In addition to social media posts, flyers were created in both English and Spanish to advertise the survey by providing a link and QR code for community members to directly access it. These flyers were distributed around the MPA at more than thirty locations including groceries, restaurants, libraries, post offices, civic buildings and churches. Particular attention was paid to distribute flyers and survey information to primarily Spanish-speaking congregations and in Mexican groceries in the MPA.

Within the "Connect" category, respondents strongly favored assisting local governments in creating spaces that address issues of accessibility and discrimination, as well as coordinating various community plans to work more cohesively. Action items regarding the inventory, expansion, and completion of sidewalk networks were also popular. In the "Educate" category, respondents favored options that increase awareness of air pollution, as well as reduce adverse effects on low-income and minority communities. For the "Move" category, the two favored actions both involved cross-county connections: community members expressed a desire for a rural bus service that traverses county lines, and to make it easier to take advantage of carpooling by connecting users and providing designated lots to carpool from. Finally, the "Protect"

category was dominated by the desire for policies that require developers to accommodate multi-modal forms of transportation, as well as initiatives that incorporate health considerations into the planning process and increase safety by reducing the number of driveways on high traffic roads.

Overall, actions incorporating air pollution, accessibility, and non-discrimination were consistently ranked high within individual categories, as well as within the top 3 priority question. Open-ended responses generally favored safety improvements, greater local connections, system maintenance, and transit investments. Survey results clearly articulated the values of the community and the direction it wants to head by 2050.

Input & Involvement

The combination of events, activities, and locations aimed to collect feedback from the public to align transportation investments with need while providing an educational opportunity to better understand the MTP's role. Throughout the planning process, participants at events and meetings were asked to complete exit questionnaires to track event effectiveness and participant demographics. Moving forward, this information will help identify target populations where a gap of input exists and indicate the most effective methods for involvement.

The graphics in Figure 3.12 show various demographics of participants involved in the development of this plan. Reviewing the demographics indicates most of the participants were female, an underrepresented group in standard planning processes. Comparing age and race distributions to those collected through the American Community Survey (ACS) illustrates a relatively balanced level of

input from each race category. Though the under 25 age category illustrated underrepresentation through the *2045 inMotion* process, the targeted outreach conducted as part of the *Action Item Prioritization Survey* resulted in an oversampling of 15- to 24-year-olds and shifted the age distribution of participants to a more balanced level. Finally, it is typically difficult to gain input from new residents, yet 20% of *2050 inMotion* participants have lived in the region for less than 5 years.

The public engagement process for *2050 inMotion* included:

Hours of Conversation – 65+ hours of conversation occurred during in-person workshops and events. Even more discussion happened online, which laid the foundation for countless more conversations about the Anderson MPA's future.

Spreading the Word – Over 30% of participants heard about one or more events through Facebook, Instagram, or Twitter. This revealed a valuable online engagement opportunity to notify the public of events and may continue supporting future engagement.

Participant Satisfaction – 99% of process participants felt their input was heard and recorded. Ensuring everyone was included and comfortable providing their input allowed the planning team to gather thousands of unique comments.

Facebook Polling – 700+ individuals provided responses to Destination 2045 prompts through the organization's Facebook account. This alternative kept the conversation going when it was impossible to host in-person events due to COVID-19.

Website Participation – Over 400 individual survey forms were completed through the process website, which built upon feedback

obtained during in-person events by providing an alternative format to completing engagement activities.

Input was collected from a diverse and inclusive representation of the region with additional opportunities to seek feedback in the future. Providing multiple events across the MPA is essential to public engagement given the size and diversity of its communities. Online platforms were important for expanding participation options and making participation easily accessible to those unable to attend in-person events. This also formed a communication network for the process by using previous or active participants to further engage the community. Balancing in-person events with online opportunities is an important strategy for future public engagement and will allow efforts to build off the foundation established by *2050 inMotion*.

While the scheduled in-person events were well attended, mobile events taking place during other community events also proved to be an effective method for expanding outreach. The events held during the Madison County 4-H Fair, Elwood Glass Festival, and Madison County Health Fair were especially beneficial for gathering feedback by aligning engagement opportunities with entertainment and recreational activities in the community. Coordinating opportunities with local governments will also strengthen MCCOG's presence in the community, building upon previous engagement to develop a robust public network.

Social media served as a critical communication and engagement platform throughout the entire process. Almost one-third of participants at in-person events heard about it through Facebook, Twitter, or Nextdoor mobile applications. This communication method

was the most direct line to the public with word-of-mouth being second. In addition, Facebook was a forum for stimulating discussions around major themes, challenges, and action recommendations that directly shaped the plan. Future engagement events should continue leveraging social media for communication and outreach by partnering with local organizations to assist in communicating future engagement opportunities. Communication strategies connecting social media platforms and engagement activities will enhance public feedback while continuing to refine mobility improvements for the region.

Continuing the Conversation

Although this process ends in the completion of an initial version of the *2050 inMotion* planning document, it is considered a living document that should be updated on a regular basis. Over time, this document will evolve and adapt depending on changes, challenges, and opportunities that may occur in the future. The intent of a living document is to encourage continuous conversation on how investments can enhance or complete essential portions of the transportation system. MCCOG welcomes all feedback on defining the roadmap for the future and will continue to engage the public to discuss how to connect the region.

97% of participants stated they would continue to participate