

The Capital Region Transportation Council's
IN MOTION
THE PLAN TO 2050
Public Involvement Plan



Draft as of January 2024

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Disclaimer

This document was prepared and published by the Capital Region Transportation Council, the Metropolitan Planning Organization (MPO) for a planning area that includes the counties of Albany, Rensselaer, Saratoga (except for the Town of Moreau and the Village South Glens Falls, which lie within the adjoining MPO region for the Adirondack-Glens Falls Transportation Council) and Schenectady. This report was funded in part through grants from the Federal Highway Administration and the Federal Transit Administration of the U.S. Department of Transportation. The views and opinions of this report do not necessarily state or reflect the official views or policy of the U. S. Department of Transportation.



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Purpose and Overview

In Motion, the Metropolitan Transportation Plan (MTP), is a significant decision-making tool meant to guide how the Capital Region Transportation Council (Transportation Council) and its partners will meet the transportation needs of the Capital Region over the next 20+ years. This Public Involvement Plan (PIP) guides public participation and engagement of the preparation of the MTP. The PIP outlines strategies and methods for collecting meaningful input on the planning process, recommendations, and potential regional projects. Modifications and adjustments to the plan may be needed as the planning process progresses to ensure sufficient public input is received. The Transportation Council will make a concerted effort to reach communities that may be disproportionately affected by transportation decisions, to gather input and feedback, to ensure the route to achieving the MTP vision and goals promoting equity in transportation planning and project implementation.

Strategies and methods will inform, consult, involve, collaborate with, and empower participants. And the PPP details how, from whom, and when information will be gathered and how the Transportation Council staff will evaluate the success of its public outreach efforts for the MTP. The Transportation Council's public participation goal is to establish a thorough, inclusive process that uses effective approaches to offer the public continuous opportunities to shape the region's transportation system.

Continuous: Engagement should result in community contributions in the earliest stages of, and throughout, a project, study, or other planning activity. Community contributions should be part of an ongoing relationship outside of the specific planning activity.

Thorough: Engagement should be comprehensive, providing many options for how a person can be notified and get involved, with consideration for how an array of different modes of engagement can reach as broad an audience as possible.

Inclusive: Engagement should encourage diverse viewpoints and values to be integrated into the decision-making processes, incorporate community-initiated efforts into planning processes, proactively incorporate a broad representation of the community, and use engagement methods that are responsive and accommodating to a broad spectrum of the community, particularly those historically underserved in transportation planning.

Effective: Engagement should *demonstrate* broad reach, representation, and contribution to the decision-making process. Engagement should be evaluated to assess effectiveness and bold, innovative, and/or creative strategies or methods are encouraged to improve efforts.

Regional Planning Coordination

The Transportation Council is the Metropolitan Planning Organization (MPO) for the area encompassing Albany, Rensselaer, Saratoga (except the Town of Moreau and the Village of South Glens Falls) and Schenectady counties. However, issues related to transportation infrastructure do not stop at the MPO line and regional coordination will be critical to accomplishing the goals of the MTP. The Transportation Council will coordinate with appropriate agencies and stakeholders throughout its planning area. It is important that the MTP be coordinated with concurrent long-range planning initiatives, including the New York State Long Range Transportation Plan, the New York State Carbon Reduction Plan, CDTA's Transit Development Plan (TDP), and the Capital District Regional Planning Commission's Climate Pollution Reduction Plan. A comprehensive list of regional and statewide plans that need to be coordinated with the MTP can be seen on the next page.

MTP Project Management

The MTP will be managed by Transportation Council staff with guidance from the In Motion Task Force, and occasional consultant assistance. Consultant assistance may be utilized for graphic design, development of MTP materials, and public participation purposes. The Transportation Council will oversee the consultant team(s) and provide direction as needed.

The Transportation Planning Process

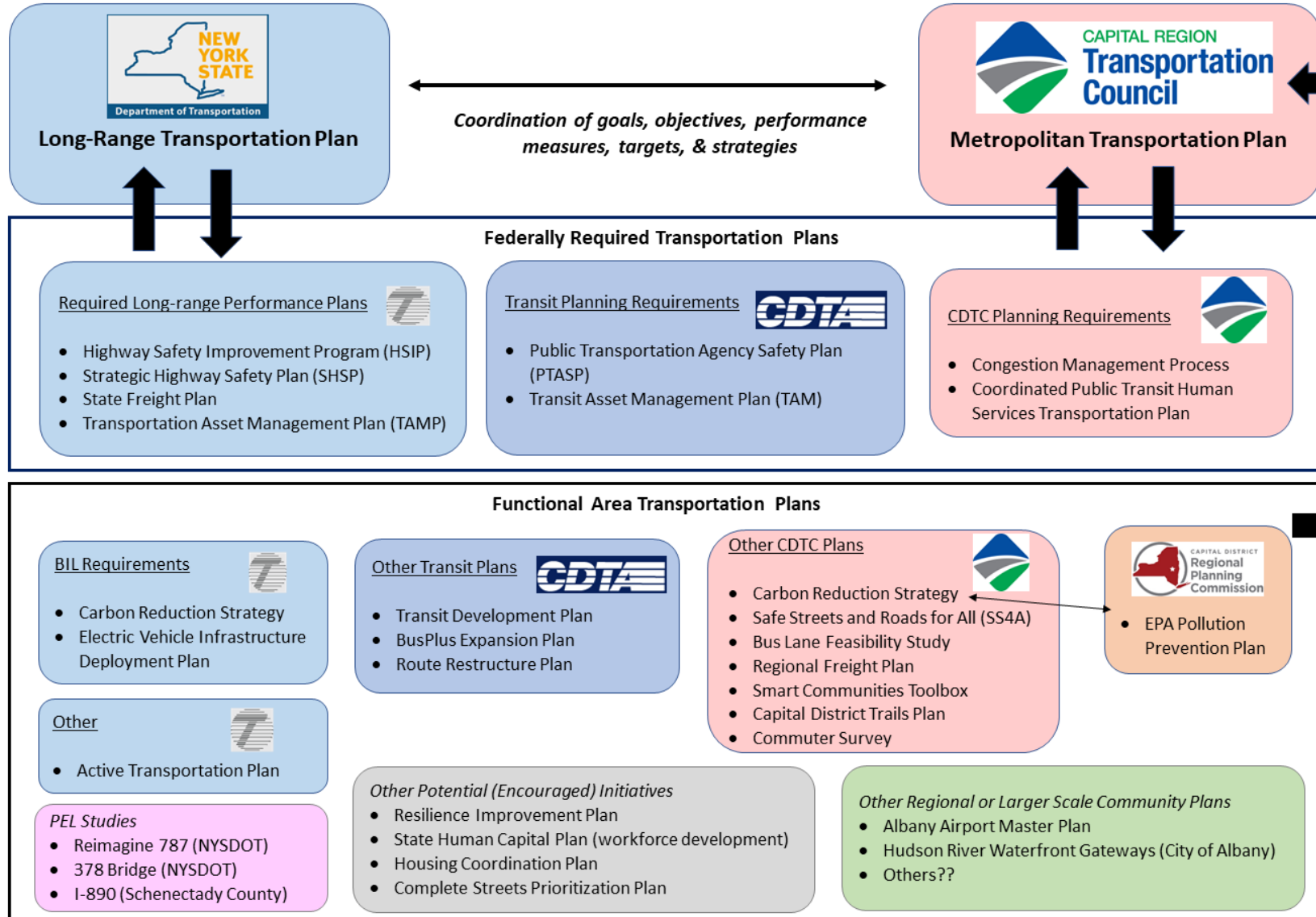
Phase 1: Data Collection (April 2023 – December 2023)

The Transportation Council will collect and compile key data and information about regional growth trends, land use, transportation and mobility, demographics, safety, and other topics to identify challenges and opportunities.

Phase 2: Inform (December 2023 – June 2024)

The Transportation Council will announce that it is initiating the update of the MTP, the purpose of the MTP, and how the public will be involved in its development. A summary of the information collected in phase 1 will be promoted and





distributed to the public and stakeholders. The information is meant to help identify transportation needs and challenges facing the region. A range of public engagement strategies will be used to gather input from stakeholders to better understand their transportation priorities and preferences.

Phase 3: Imagine (January 2024 – September 2024)

During this phase, the residents and stakeholders will identify the future vision for transportation in the Capital Region. The vision will align with transportation goals and identify big ideas that align with the region's priorities and needs.

Phase 4: Decision-Making (October 2024 – March 2025)

This phase will combine all the feedback, ideas and information collected in phases 1-3 with a technical analysis of various transportation alternatives and scenarios identified to achieve the MTP vision and goals. Stakeholders will be invited to provide input on key policy decisions that will affect the development of the draft MTP.

Phase 5: Review & Adopt (April 2025 – September 2025)

This last stage of the engagement process will be the final review and approval of the MTP vision and goals. Approval and adoption of the MTP requires a minimum 25-day public review period. The Transportation Council plans to present In Motion for adoption at the September 4, 2025 Policy Board meeting.

Stakeholder Involvement

Policy Board

The Policy Board is the MPO decision-making authority, made up of 25 voting members including representatives from all four counties and eight cities. Presentations will be made to the Policy Board during the planning process, at which the public will be able to share their comments directly to the Board. The Policy Board meets quarterly on the first Thursday of March, June, September, and December.

Planning Committee

The Planning Committee is largely composed of Policy Board member staff, such as city engineers or planning directors. The Committee has been delegated authority from the Policy Board to develop recommendations about transportation policies, plans, and programs. In addition to presentations during the planning process, Committee members will be asked to participate in focus group discussions and meetings, submit project ideas and proposals, and submit written and verbal comments on draft plan materials.

In Motion Task Force

A Task Force composed of a subgroup of Planning Committee members and Institutional partners will be established with approval of the Policy Board. The Task Force will be responsible for reviewing draft materials, providing feedback, and input on major policy decisions, and holding Transportation Council staff accountable to major task milestones.

Other Transportation Council Committees

The Transportation Council hosts several advisory committees which serve to provide the Policy Board and Planning Committee with in-depth technical information on topics of particular interest or concern. They consist of a mix of local government representatives, interested residents, and representatives from relevant agencies and businesses. These committees include Active Transportation, Freight, Regional Operations and Safety, Human Services Transportation, and Equity. Advisory committees will be asked to participate in focus group discussions and meetings, submit project ideas and proposals, and submit written and verbal comments on draft plan materials. The Transportation Council will work closely with the advisory committees to identify additional outreach and engagement opportunities and request their assistance in promoting proactive public participation through their networks.

Institutional Partners

Institutional partners play a vital role in the transportation planning process, contributing their expertise, resources, and influence to help shape MTP policies and strategies. Their involvement brings important values to the process, including data and research, specialized knowledge, technical expertise, support for the MPO's priorities, and a long-term perspective which is essential for development of the MTP. These partners include, but are not limited to, schools and educational institutions, colleges and universities, and major medical or research centers. Institutional partners will be asked to participate in focus group discussions and meetings and to submit project ideas and proposals. They will be encouraged to remain engaged throughout the transportation planning process and provide comments on draft materials.

Affected State and Federal Agencies, Tribal Nations

The Transportation Council regularly works with state and federal agency partners like the NYS Department of Transportation and Federal Highway Administration. However, many other entities play a critical role in the transportation planning process and contribute funding, regulatory oversight, data and research, and policy guidance. These entities will be asked to participate in focus group discussions and meetings, submit available data and policy guidance, and submit written and verbal comments on draft plan materials. These entities may include:

- Tribal Nations
- Federal Land Management Agencies
- Department of Defense
- NYS Department of Transportation
- NYS Department of State
- NYS Department of Environmental Conservation
- NYS Energy Research & Development Authority
- NYS Office of Parks Recreation & Historic Preservation
- Federal Highway Administration
- Federal Transit Administration
- Environmental Protection Agency
- Federal Emergency Management Agency

Transportation Providers

Public transit agencies and private transportation companies play a significant role in the MTP development. They have in-depth knowledge of their respective modes of transportation, from bus, to train, to freight, and can offer insights into the operational aspects, challenges, and opportunities associated with their services. They possess critical data like capacity, infrastructure condition, ridership information, and operational performance, that help for understanding travel patterns, demand, accessibility, and efficiency of existing systems. These providers will be asked to participate in focus group discussions and meetings, share available data and information, submit project ideas and proposals, and submit written and verbal comments on draft plan materials. Transportation providers may include:

- The Capital District Transportation Authority (CDTA)
- Human service transportation providers
- Amtrak and other railroad companies operating in the region
- Albany International Airport
- The Ports of Albany-Rensselaer and Coeymans
- Intercity bus (Mega Bus, Bolt Bus, Greyhound, etc.)

Residents and Travelers

Capital Region residents and travelers will have many opportunities to impact the development of the In Motion Plan. The Transportation Council refers to anyone currently living, working, or doing business in the MPO area and affected by the transportation system as “residents” or “travelers.” Draft materials will be presented to residents and travelers using a broad spectrum of creative methods to generate discussion about regional transportation priorities and values, and to gather extensive feedback. Throughout the planning process, there will be calls to action for residents and travelers to provide feedback, take surveys, and/or participate in meetings and events. Residents and travelers will also be asked to submit written and verbal comments on draft plan materials. The Transportation Council will target certain populations, including:

- Older adults and individuals with disabilities
- Users of public transportation
- Users of pedestrian facilities
- Users of bicycle facilities

Public engagement for the Transportation Council’s MTP update will include a concerted effort to reach out to underserved populations or those persons with unique transportation needs and challenges, such as:

- People with low incomes
- People of minority populations
- People with limited English proficiency (LEP)
- People of zero car households or low-car access

Public Outreach and Engagement Strategies

The Transportation Council will establish a thorough, inclusive process that uses creative approaches to offer the public continuous opportunities to shape the region's transportation system. It will utilize a range of strategies and tools to maintain ongoing communication and collaboration with the public and provide balanced and objective information to stakeholders and residents at all stages of the planning process. Information about the MTP will be designed and disseminated with the In Motion branding and theme. All strategies, using print and/or digital materials, must comply with the Americans with Disabilities Act and the current Web Content Accessibility Guidelines AA level.

The following strategies have been selected to promote proactive public participation in accordance with the Transportation Council's adopted public participation goals and procedures.



Outreach means making contact with stakeholders to provide information & promote opportunities for engagement & collaboration.



Engagement is a deeper & ongoing process that involves active participation, dialogue, & collaboration.

Direct Outreach and Engagement

"Direct outreach" refers to opportunities to meet with and present information to stakeholders in-person. Whenever possible, the Transportation Council and Project Team will meet stakeholders where they are. Outreach needs to cover all 2,204 square miles of the MPO area, which will

require staff to leverage other planned community meetings and events to engage with stakeholders and collect their ideas and concerns. Stakeholders will have the opportunity to provide verbal and written comments, complete surveys/polls, learn about proposed projects and ideas, and engage in discussion with the Project Team at direct outreach events. Access is critical to the success of direct outreach opportunities – locations must be accessible by transit and other modes other than private vehicles, be ADA accessible, and have wireless internet access. The following are types of direct outreach that will be employed to solicit ideas and input regarding vision and community values during the MTP planning process.

- **Meetings and Events**

The Transportation Council will facilitate meetings with stakeholders and community organizations and participate in other outreach events as necessary to solicit input regarding vision and community values. A meeting may be entirely focused on the MTP or an opportunity to engage stakeholders during meetings planned as part of other planning studies or projects. Festivals, community events, farmers markets, and other occasions to celebrate our communities throughout the region present opportunities for the Transportation Council to host a table or other type of space where stakeholders can be invited to participate in the MTP process. A meeting or tabling event may be scheduled at any phase in the MTP process.

- **Workshops**

A MTP workshop is an interactive meeting that brings together stakeholders to learn about the MTP process, generate ideas, and provide input regarding vision and community values. If time and resources allow for workshops, they will mainly be used during the informational and decision-making phase. Workshops can be open to the general public or targeted for specific stakeholder groups.

- **Curbside Conversations**

This strategy requires a designated indoor or outdoor space where people gather and can spend some time to discuss their opinions and values related to the MTP. A curbside conversation can be planned or spontaneous, should be held at different locations throughout the region, can include transit stops, and should be coordinated with property owners/operators and a representative from the town, city, or village where it is located. They are most appropriate during the informational and decision-making phase.

Digital Outreach and Engagement

“Digital outreach and engagement” refers to the use of digital technologies and online platforms to inform, interact, connect, and communicate with stakeholders. It encompasses a range of online activities and strategies aimed at informing stakeholders, gathering feedback, sharing information, and fostering collaboration. These strategies provide the Transportation Council the ability to adapt to evolving trends, technologies, and current events. Digital engagement strategies are useful at all phases of the MTP process, from data collection to review of final plan materials.

- **Project Website**

The project website (www.inmotionplan.org) will serve as a central repository for MTP documents, engagement tools, meeting and event information, and other relevant materials. The In Motion website will connect stakeholders with news and updates about other regional and statewide planning initiatives being coordinated in the MTP process.

- **Crowdsourcing**

Crowdsourcing involves collecting information, ideas, and feedback from large groups. The following are crowdsourcing tools that will be used by the Project Team as resources allow:

- Interactive Mapping and Visualization Tools – Interactive mapping involves using maps that allow users to pan around, zoom in and out, and identify specific features.
- Public Opinion Surveys – Printed and online survey tools will be used to gather stakeholder input and feedback regarding transportation issues, needs, and preferences. Survey responses will help the Project Team understand what the community values and priorities are in terms of transportation infrastructure investments.
- Public Comment Hotline – This is a dedicated telephone number to facilitate the submission of comments, feedback, questions, or concerns from stakeholders regarding the MTP and MTP process. It will provide an accessible and user-friendly way for stakeholders to voice their opinions and contribute to the decision-making process at their convenience. The hotline will accept both voice and text messages.

- **Social Media**

Social media platforms, including Facebook, X, Instagram, LinkedIn, and YouTube will be utilized to distribute information quickly and widely about the MTP process. Content related to the MTP can be shared by stakeholders and regional planning partners. The Project Team will allow for two-way communication with stakeholders on social media platforms and record comments and feedback received via social media as official public comment. Staff will only respond to social media comments and feedback when necessary. MTP related social media content will be found at:

- www.facebook.com/CapitalMPO
- www.twitter.com/CapitalMPO
- www.Instagram.com/CapitalMPO
- www.youtube.com/CapitalMPO
- www.Linkedin.com/company/CapitalMPO

- **Virtual Town Halls and Asynchronous Meetings**

These are meetings that will be held online using tools like Zoom. They will be used to present information and facilitate engagement. All virtual meetings will be recorded and made available for stakeholders to view and participate “asynchronously” or on their own schedule, to allow for flexibility and engage stakeholders at their own pace.

Print and Media Outreach

- **Outreach Materials**

The Project Team will produce In Motion materials and publications that inform the public about the MTP and provide information on how to engage in the process. Materials will be developed as needed and include the In Motion theme. Potential outreach materials include, but are not limited to, brochures, fact sheets, flyers, rack cards, and PowerPoint presentations. All materials will include the Transportation Council’s logo, In Motion website, and public comment hotline phone number. The Transportation Council will proactively translate summary materials and public outreach messages into Spanish, Chinese, and Arabic.

- **Media Outreach**

The Transportation Council has established relationships with local journalists and news media organizations. When appropriate, the Project Team will invite reporters and journalists who cover transportation and urban planning topics to meetings and events. Press releases will be used to promote public meetings, workshops, and other MTP related events; provide timely updates and report on key milestones and findings in the MTP process; and to promote opportunities for the public to provide input and feedback on the MTP vision and goals.

MTP Public Participation Schedule

Figure 1. Public Participation Schedule

	2023		2024				2025		
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Data Collection									
Crowdsourcing									
Social Media									
Inform									
Project Website									
Media Outreach									
Social Media									
Outreach Materials									
Imagine									
Project Website									
Media Outreach									
Social Media									
Outreach Materials									
Meetings & Events									
Crowdsourcing									
Curbside Conversations									
Public Comment Hotline									
Decision-making									
Social Media									
Outreach Materials									
Meetings & Events									
Crowdsourcing									
Review & Adopt									
Media Outreach									
Meetings & Events									
Project Website									
Crowdsourcing									
Outreach Materials									
Social Media									
Virtual Town Hall & Asynchronous Meetings									

Deliverables

Key products of the MTP will be developed with the objective of communicating milestones and goals to residents and stakeholders. While some deliverables are technical, required documentation, the Transportation Council is committed to the creation of creative, easily accessible and readable materials that provide meaning and value to the planning process. During each phase of the MTP update, a range of documents and materials will be produced by Transportation Council staff with occasional assistance from a consultant team

- **Data Collection**

The Transportation Council will collect and compile key data and information about regional growth trends, land use, transportation and mobility, demographics, safety, and other topics to identify the region's challenges and opportunities. This data will be summarized in the deliverables described below.

- *Regional Trends StoryMap*

The Regional Trends StoryMap will be developed in coordination with the Capital District Regional Planning Commission (CDRPC). A "StoryMap" is a web map that has been thoughtfully created with context and supporting information to create a narrative. It integrates maps, texts, photos, and interactive functionalities to help users explore and engage with content and information. The Regional Trends StoryMap will provide a high-level view of mobility, land use and development, and demographic trends that have played a role in shaping the region's current landscape and transportation system. It will help provide context to residents and travelers for the need to update the MTP and identify issues and needs.

- *Regional Trends & Conditions Report*

A Regional Trends and Conditions Report will accompany the Regional Trends StoryMap. In contrast to the StoryMap, the report will be a more comprehensive look at regional issues and trends and provide an in-depth analysis and overview of regional demographic, economic, housing, infrastructure, mobility, climate, and development trends. It will assist in assessing the current conditions in the Capital Region and serve as a resource for residents and travelers to make informed decisions related to future transportation policies and regional development.

- *Updated Congestion Management Process*

Congestion Management is a process for monitoring the transportation network to determine the locations and sources of congestion in the MPO area. The ongoing update of the process leads to recommended strategies which will be incorporated into the final MTP. In addition to the extensive data collection and analysis, it is developed in consultation with the public and stakeholders.

- *Coordinated Public Transit-Human Service Transportation Plan*

The Coordinated Plan is a locally developed, coordinated public transit-human services transportation plan created with the participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public that utilize transportation services. The Coordinated Plan will identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, identify strategies for meeting these needs, and prioritize transportation services for funding implementation. Federal transit law requires MPOs to develop a Coordinated Plan in order for select projects to be eligible for funding under the Enhanced Mobility for Seniors and Individuals with Disabilities (Section 5310) Program. The strategies identified to meet the needs of users of transportation services will be incorporated into the final MTP.

- **Inform**

During this phase, the Transportation Council will announce that it is initiating the update of the MTP by releasing the Regional Trends StoryMap. A range of public engagement strategies will be used to gather input from stakeholders to better understand their transportation issues, priorities, and preferences.

- *MTP Goals*

A memorandum summarizing stakeholder and citizen feedback and survey responses will be compiled. Feedback received during this process will be essential in understanding the needs and priorities of the region and assist in setting specific MTP goals. The MTP goals will cover various aspects of the transportation system, like safety, reliability, and equity. The regional vision will align with the MTP goals and the final MTP will include strategies for achieving these goals.

- *Financial Assessment*

One of the key pieces of the MTP is the Financial Plan. During this phase, the Project Team will identify and analyze revenue sources, outline financial assumptions (i.e. inflation rates), project expected revenue, and estimate funding needs. The Financial Assessment will assist in developing the Project Prioritization Rubric and different financial and funding scenarios.

- **Imagine**

During this phase, stakeholders and the public will identify the MTP vision through a series of outreach and engagement events and tools. The vision will align with the MTP goals and identify which big ideas align with the region's priorities and needs. This phase will also produce a list of priority transportation projects.

- *Regional Vision Summary*

The Project Team will draft a concise and inspiring statement laying out the vision for a transportation system that captures the desired future for the region. The vision statement will be a clear, aspirational, and resonant statement that aligns with the MTP goals and feedback from stakeholders and the public.

- *Regional Transportation Projects List*

The Project Team will produce a list of “big ideas” as well as funding priorities that align with the established MTP goals and vision for the future transportation system. A document will be developed with a detailed description of each project, including which goal(s) it addresses, cost estimates, potential funding sources, and other key steps to implementation. The list will be shared with stakeholders and residents to prepare them for the decision-making phase of the MTP process.

- **Decision-making**

This phase is a crucial step in the development of the MTP. It will combine all the feedback, ideas and information collected in phases 1-3 with a technical analysis of various transportation alternatives and scenarios identified to achieve the MTP vision and goals. Stakeholders will be invited to provide input on key policy decisions that will affect the development of the draft MTP. The deliverables anticipated during this phase include a project prioritization rubric and a scenario planning and policy analysis summary.

- *Scenario Planning and Policy Analysis Summary*

The Project Team will identify multiple plausible future scenarios to assess the potential impact of different factors on the transportation system. These scenarios will consider uncertainties like future funding, population and growth, technology advancements, climate change impacts, and more. A narrative will be developed for each scenario that describes the future context, key drivers, challenges, and opportunities to help stakeholders better understand each scenario, their implications for the future, and which policies are recommended for inclusion in the final MTP.

- *Project Prioritization Rubric*

Based on the proposed strategies and policies, the Project Team will develop a systematic and data-driven approach for prioritizing transportation projects and programs that implement the MTP vision and goals. This rubric will be proposed as a tool for the Transportation Council to use in programming its core products and will demonstrate to the public how the MPO will approach implementation of the MTP.

- **Review and Adopt**

This is the final phase of the MTP process, where the decisions from the prior phase are memorialized into one plan outlining the collective vision, values, and priorities for the transportation system of the Capital Region, possible means to implement the plan, and the process of how the plan was completed. The public and stakeholders will review and comment on the product of the MTP process through its draft and final forms. Deliverables include the draft and final versions of the Metropolitan Transportation Plan and required air quality analysis.

- *Draft Metropolitan Transportation Plan*

The Draft In Motion Plan will be released to the public for review in April 2025 following approval from the Transportation Council’s Policy Board. The Draft will include an interactive executive summary and a detailed plan. The detailed plan will include the

long-range perspective and projections, vision and goals, identification of needs, policy framework, project prioritization, financial plan, environmental analysis, and summary of public engagement. There will be no less than a 25-day public review period of the Draft In Motion Plan.

- *Air Quality Conformity Analysis*

An air quality conformity analysis is a process and assessment required under the United States Clean Air Act (CAA) to ensure that transportation plans, programs, and projects in areas with air quality concerns are consistent with the goals and requirements of the New York State air quality requirements. The air quality conformity analysis will estimate emissions associated with the strategies, policies, and projects recommended in the In Motion Plan. The public will have the opportunity to review and comment on the conformity determinations before the final In Motion Plan is approved for adoption.

- *Final Metropolitan Transportation Plan*

The Final In Motion Plan will be finalized in July 2025 following no less than a 25-day public review period. The final plan will incorporate any edits, updates, or changes necessary based on comments and feedback received during the public review period. All comments and feedback received during the public review period will be summarized and incorporated into the final plan. The final plan will undergo a review and evaluation by the Transportation Council Planning Committee and Policy Board. The Policy Board will vote to approve the In Motion Plan in September 2025. The Transportation Council Chair will sign a resolution indicating its adoption as the official Metropolitan Transportation Plan for the region.

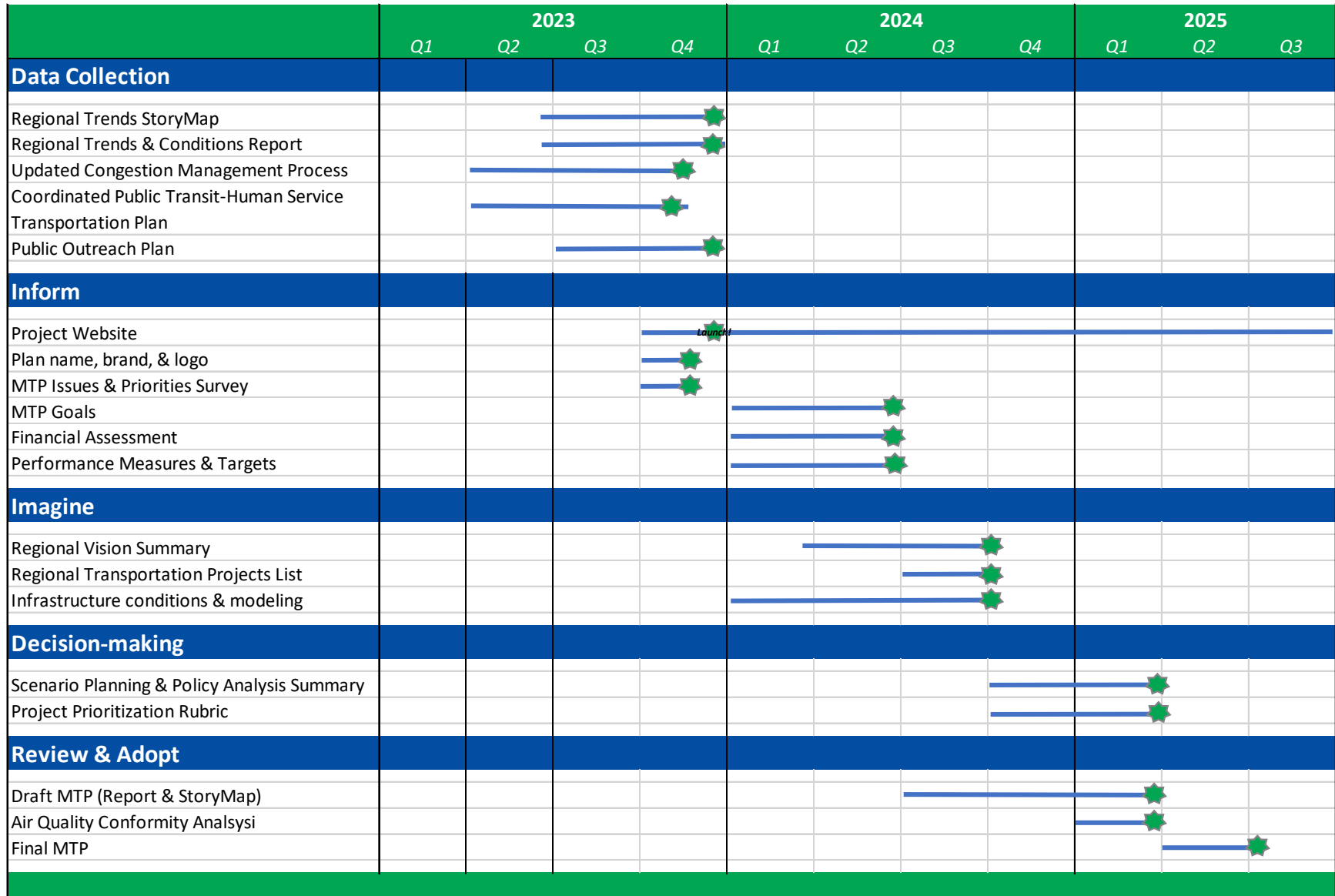
Measuring Engagement

All public engagement and participation will be recorded, compiled, and documented in the final MTP. Public feedback and input received throughout the MTP process will inform the MTP vision, principles, and strategies. The Transportation Council has developed evaluation measures to evaluate the success of its public outreach strategies and ensure the MTP process meets the Transportation Council's public participation goals.

Equity Assessment Tool

The Transportation Council is guided, in part, by Title VI of the Civil Rights Act of 1964 and Executive Order 12898. Title VI states that "no person in the United States shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

Figure 2.MTP Deliverables Schedule



Executive Order 12898 states that “each Federal Agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.”

The Transportation Council is committed to an equitable, inclusive process. To help ensure that the MTP is informed by engagement from a broad array of residents and travelers, the Project Team developed a two-part Equity Assessment Tool. The first part of the Equity Assessment Tool will help target and track Census Tracts where MTP outreach and engagement can take place. Doing so will help ensure that the planning process is carried out efficiently and that the Project Team will hear from an array of voices.

The second part of the Tool identifies metrics for targeted outreach and engagement throughout the Transportation Council’s planning area and will help the Project Team identify gaps in its public engagement. The metrics will be used to measure successful engagement from the general population as well as Title VI- and E.O. 12898-protected populations, other historically underrepresented populations, and populations that are underserved by our existing transportation system.

Equity Assessment Tool Part 1

Part 1 of the Equity Assessment Tool consists of a Geographic Information System (GIS) analysis that integrates the following:

- Environmental Justice (EJ) Areas – Identifies Census Tracts with more than the regional percentage of low-income households (10%) and/or more than the regional percentage of the population that is Latino or Hispanic/non-White (21.8%)
- Census Tracts with more than 5% of the population or 1,000 people, whichever is less, for each eligible Limited English Proficiency (LEP) language group
- Access to broadband based on NYS broadband data
- Distribution of populations 18-29, 65-84, and 85+ years old

The GIS analysis will be referenced when planning outreach and engagement and used as a tool to track efforts relative to the geographic distributions of target populations. Maps of these targeted populations can be found in Appendix A.

Equity Assessment Tool Part 2

Part 2 of the Equity Assessment Tool consists of metrics that will be used to measure the effectiveness of the participation strategies in reaching target populations and the general public. Because the participation plan seeks to achieve a diverse geographic distribution of engagement, participants will be asked to provide their residential ZIP code. Participants will also be asked to volunteer additional demographic data when engaging in the MTP process. The Project Team will regularly measure the zip code and voluntary demographic data against the Equity Metrics to refine its engagement strategy.

Table 1.Outreach Strategies and Evaluation Measures

Performance Measures	Goal 1: Thorough	Goal 2: Inclusive	Goal 3: Effective	Goal 4: Continuous
Direct Outreach				
Number, location, and type of meetings	◆	◆	◆	◆
Number, location, and type of table events	◆	◆	◆	◆
Number, location, type of other events	◆	◆	◆	◆
Number of participants, comments, and recorded interactions	◆	◆		◆
Assessment of reach to underserved communities	◆	◆		◆
Digital Engagement				
Number of MTP posts on social media	◆		◆	◆
Number of social media engagements with MTP posts	◆	◆	◆	◆
Number of comments received via social media	◆			◆
Number of views and/or participants in virtual events	◆	◆	◆	◆
Number of comments received during virtual events	◆	◆	◆	◆
MTP website unique page views	◆	◆		◆
Number of survey responses	◆	◆	◆	◆
Number of submissions to mapping/visualization tools	◆	◆	◆	◆
Number of direct distributions via email or webform	◆	◆		
Number of comments sent via email or text	◆	◆		◆
Assessment of reach to underserved communities	◆	◆		
Print & Media Outreach				
Number of physically printed materials distributed	◆	◆	◆	◆
Number of responses from printed materials, including paper surveys	◆	◆	◆	◆
Number of direct distributions via mail or in person	◆	◆		
Number of responses to direct distributions	◆	◆		
Number of press releases distributed	◆	◆		◆
Number of press mentions of MTP process	◆		◆	◆

Table 2 shows the percentage of regional population for historically under-represented or under-served population groups.

Table 2. Equity metrics

Variable	Regional Prevalence
Disability Status	12.00%
Young Adults (18-29 years)	17.32%
Older Adults (65+ years old)	15.19%
Latino or Hispanic/Non-White Adults	21.80%
No Broadband Access	3.25%
Low-Income Adults	10%
LEP Adults	3.40%

Source: U.S. Census Bureau, ACS 5-year (2016-2020; 2017-2021), NYS Open Data

Ensuring Accessible Engagement

Section 504 of the Rehabilitation Act of 1973 states that “No otherwise qualified individual with a disability in the United States shall, solely by reason of his or her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” All venues and meeting spaces used for outreach and engagement will be accessible to individuals with disabilities. When possible, meeting and event locations will be selected along public transit routes. Upon request of at least seven days prior to a scheduled meeting or event, Transportation Council staff will be available to meet persons arriving by transit at the nearest transit stop and accompany them to the meeting or event.

Transportation Council staff will provide or coordinate the provision of auxiliary aids or services and reasonable accommodations upon request by a person with a disability. The request must be made at least seven business days prior to the meeting or event at which the aids, services, or accommodations are requested. All outreach materials and content will be developed to comply with accessibility standards and guidelines, use clear terms, avoid jargon, and provide alternative formats such as text transcripts for videos. The MTP Public Involvement Plan recommends the use of a variety of communication channels to reach a wider audience and provide easy and accessible ways for stakeholders to engage in the MTP process. All digital content will comply with Web content Accessibility Guidelines (WCAG) to the AA level and designed with accessibility in mind. The WCAG guidelines benefit people who have no or low

vision, color blindness, low or no hearing, seizures, reduced dexterity, or an inability to use their hands, and cognitive or learning disabilities including age-related issues with thinking or remembering.

Information on how the Transportation Council is complying with Title II of the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 can be found in its Self-Evaluation and Transition Plan.

Language Assistance

Most individuals living in the United States read, write, speak, and understand English. However, there are many individuals in the Capital Region for whom English is not their primary language. The individuals who have a limited ability to read, write, speak, or understand English are commonly referred to as limited English proficient (LEP).

The U.S. Department of Transportation's Policy Guidance Document Concerning Recipients' Responsibilities to LEP Persons require the Transportation Council to take responsible steps to ensure meaningful access by LEP persons. The In Motion Plan will comply with the policy outlined in the 2024 LEP Plan.

Language assistance will be provided for LEP people covered by the safe harbor provision of USDOT guidance, which states that assistance must be provided to "...each eligible LEP language group that constitutes 5% or 1,000 people, whichever is less, of persons eligible to be served..." Within the Albany-Schenectady-Troy Metropolitan region Spanish, Chinese (including Mandarin and Cantonese), and Arabic meet this threshold.

The Project Team will use the Equity Assessment Tool described earlier to determine which, if any, language groups meet the federal safe harbor provision when planning location-specific meetings and events.

Table 3. Safe Harbor Languages

Language	Individuals that Speak English "less than very well" (age 5+)	Percent Total Population that Speaks English "less than very well" (age 5+)
Spanish	6,791	0.80%
Chinese	3,873	0.45%
Arabic	1,345	0.16%
All Languages	27,330	3.20%

Source: American Community Survey 5-Year data, 2017-2021. *MOE of +/- 301

Translation and Interpretation

Written translations of vital In Motion Plan documents and other selected key documents will be provided on request, in compliance with the federal safe harbor provision. Visitors to the In Motion website can utilize the website translation feature to view the website in different languages.

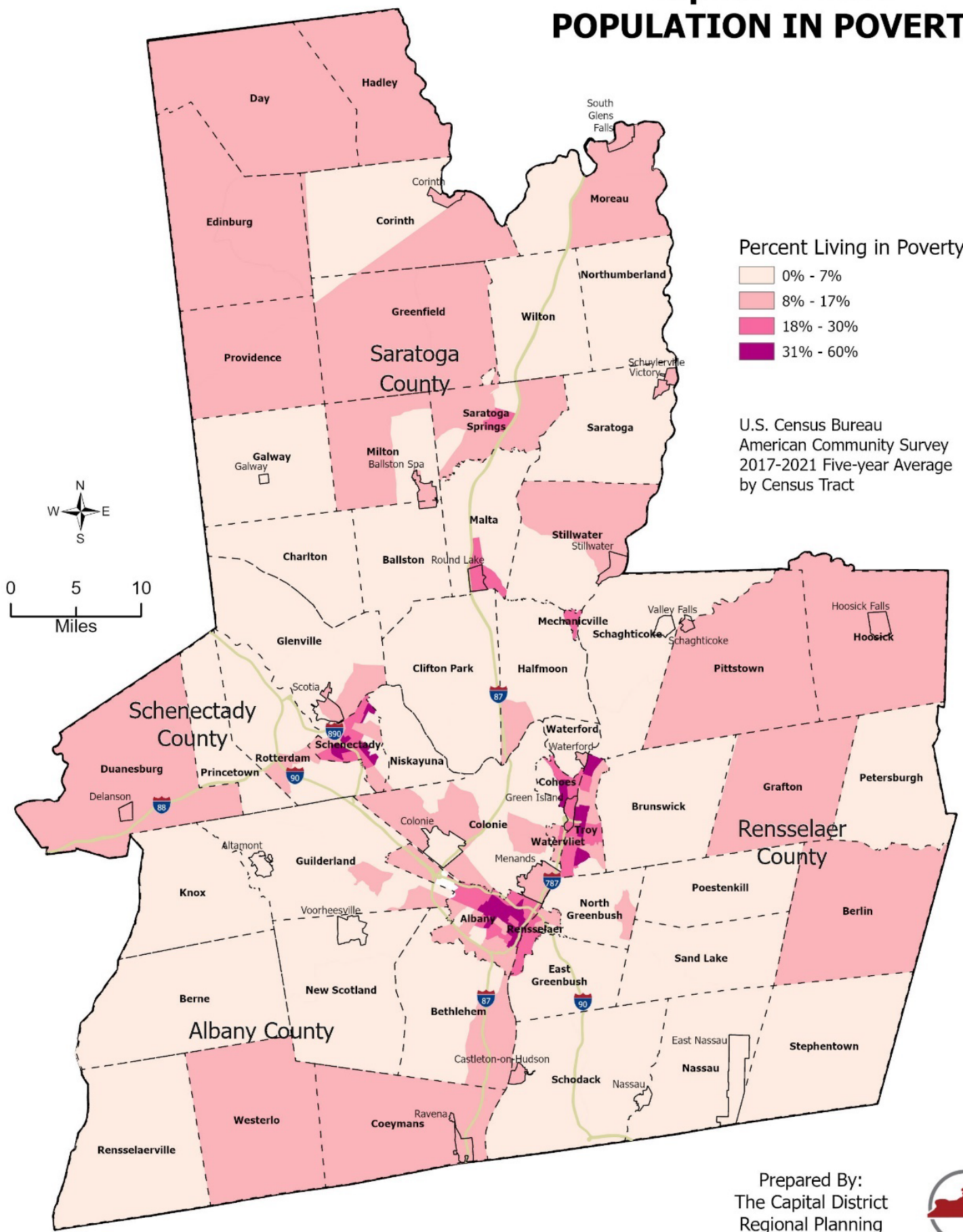
The Transportation Council provides or coordinates oral interpretation for safe harbor LEP language groups and American Sign Language Interpreter Services. The request must be made at least 48 hours prior to the meeting. The interpretation service will be provided in-person, if possible, or via telephone or video conference. Other oral interpretation requests will be met when necessary and feasible.

At in-person engagement events, the Project Team will use the US Census "Language Identification Flashcard" to help identify a person's primary language. Once the primary language is identified, the Project Team will then assess the feasibility of providing translation and interpretation assistance.

APPENDIX A

Equity Criteria Maps

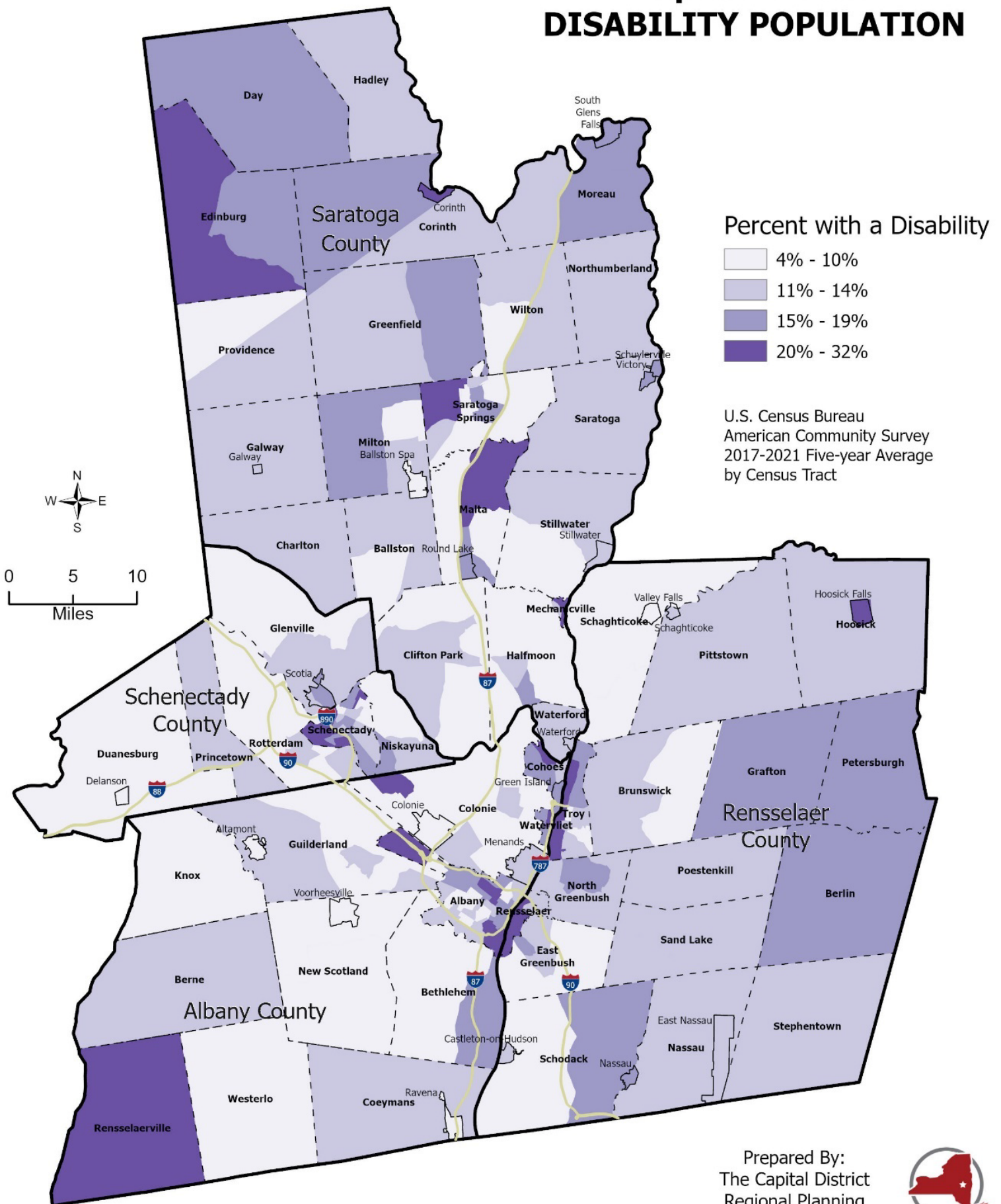
Capital District POPULATION IN POVERTY



Prepared By:
The Capital District
Regional Planning
Commission
2023



Capital District DISABILITY POPULATION



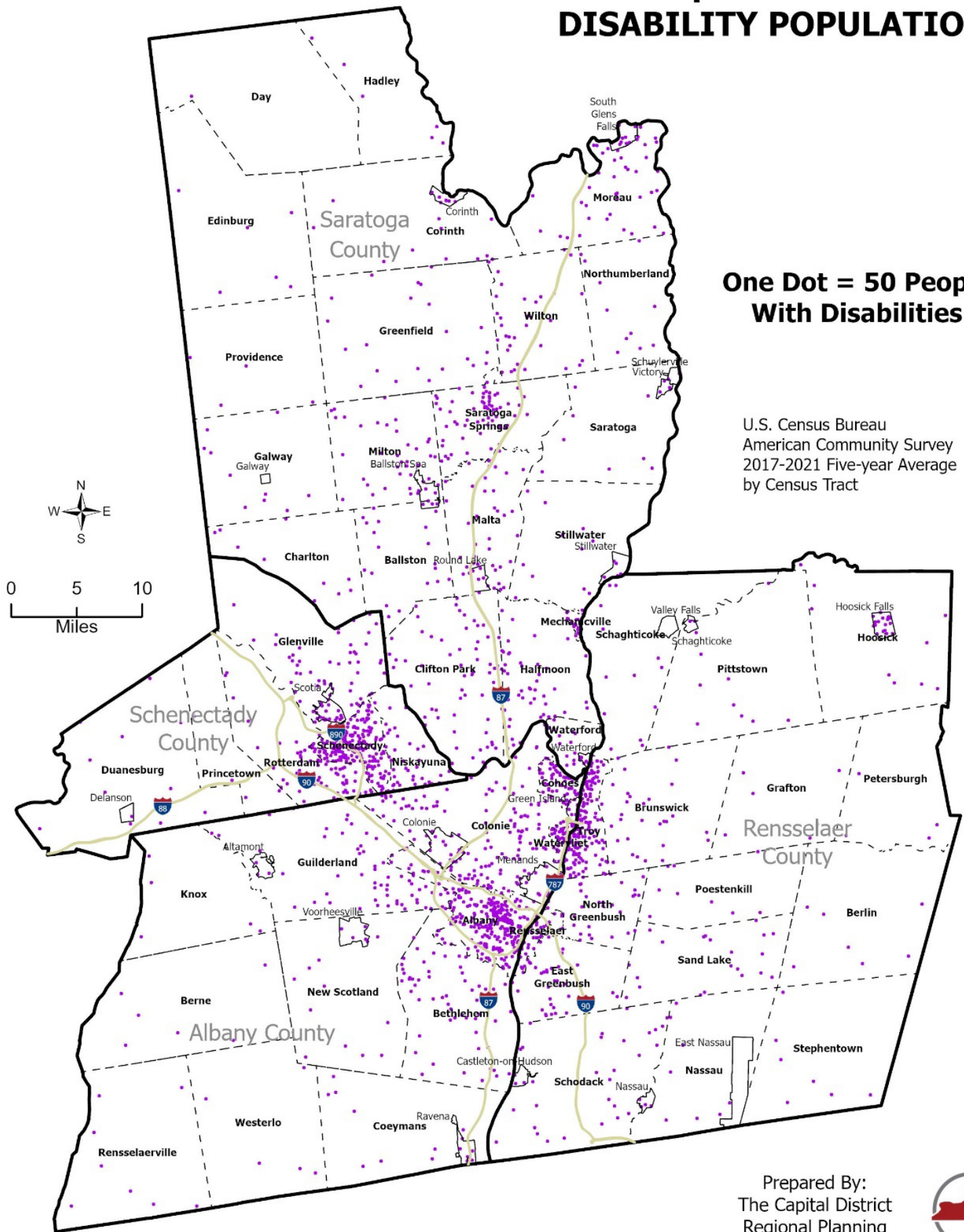
Prepared By:
The Capital District
Regional Planning
Commission
2023



Capital District DISABILITY POPULATION

**One Dot = 50 People
With Disabilities**

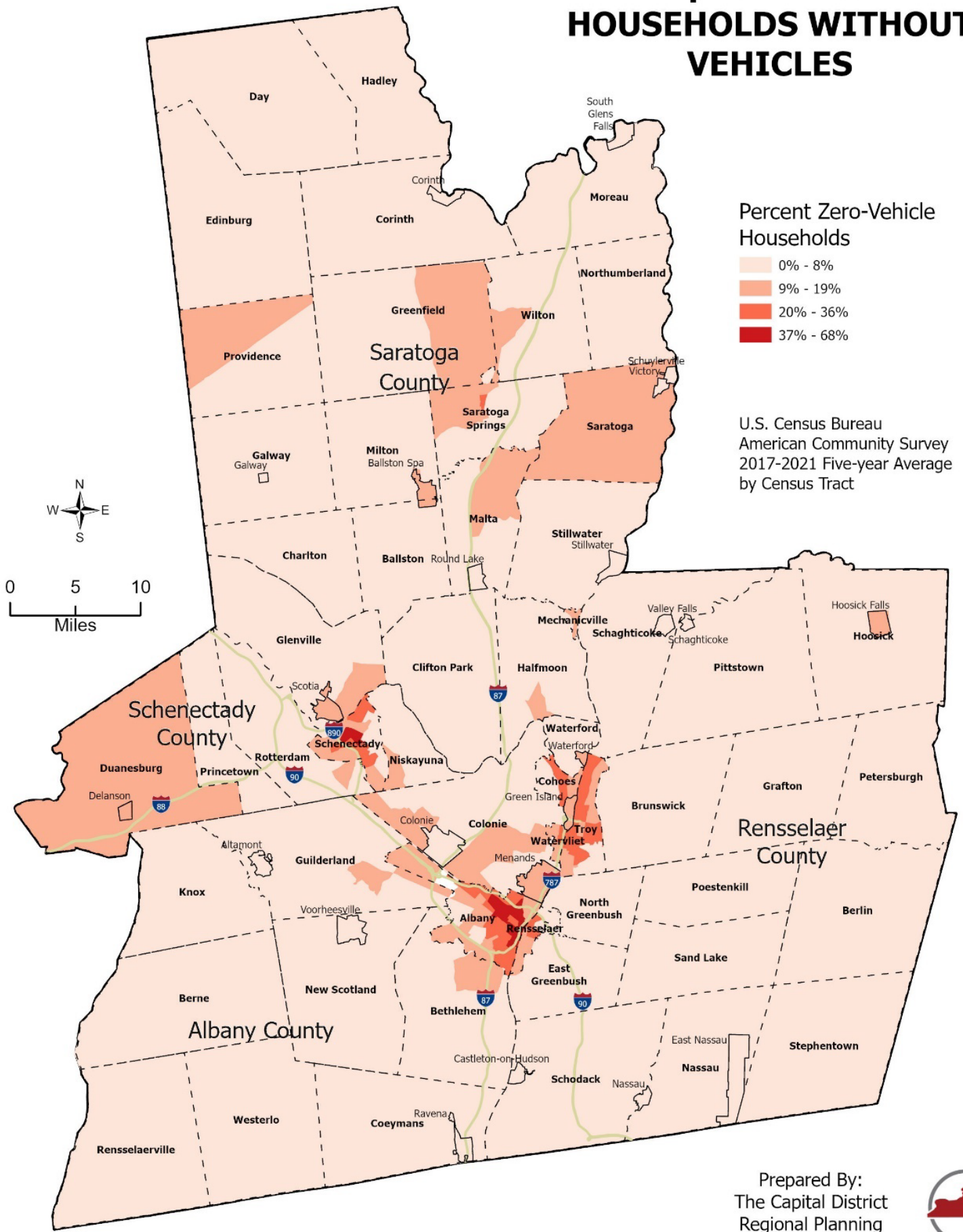
U.S. Census Bureau
American Community Survey
2017-2021 Five-year Average
by Census Tract



Prepared By:
The Capital District
Regional Planning
Commission
2023



Capital District HOUSEHOLDS WITHOUT VEHICLES



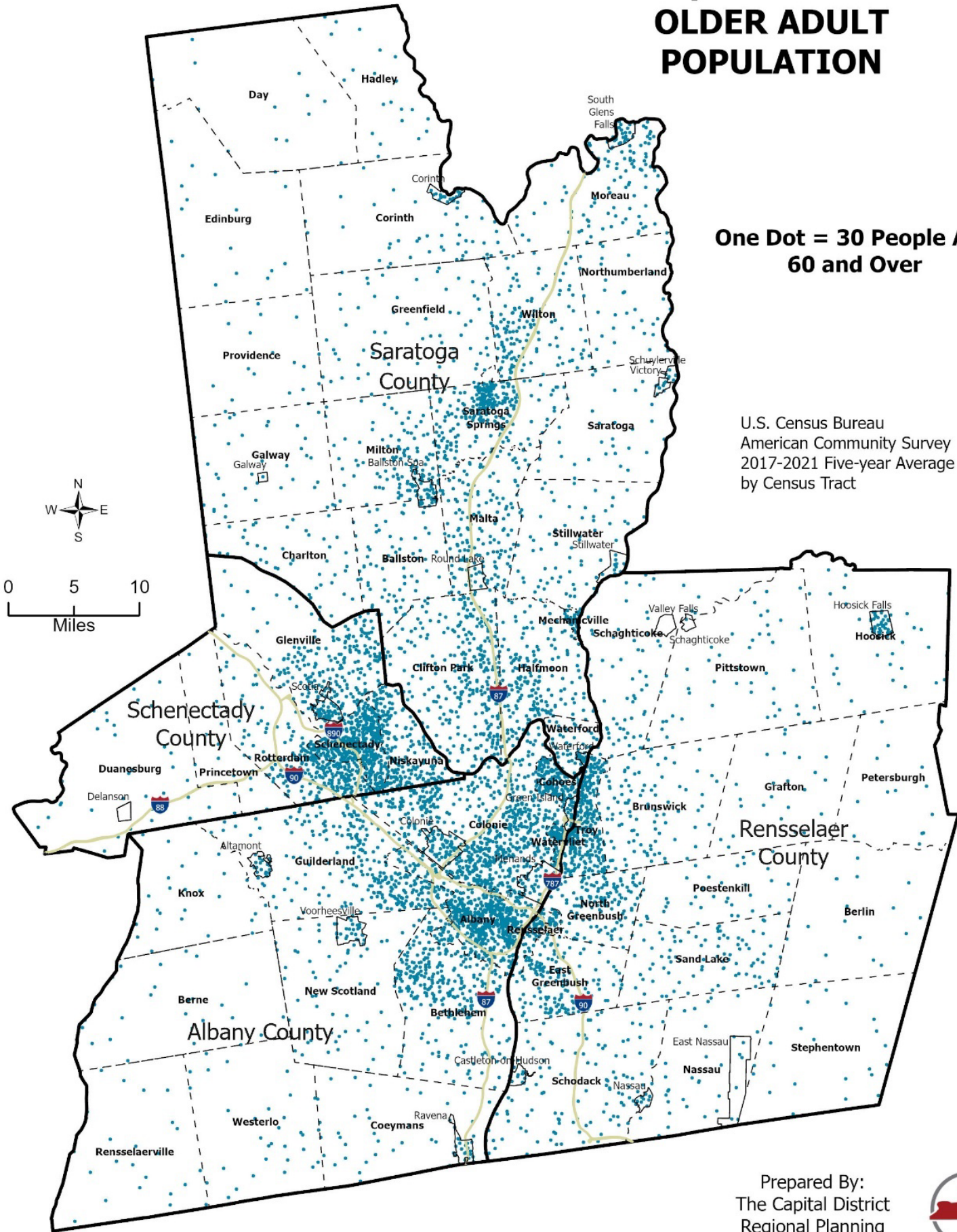
Prepared By:
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Regional Planning
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2023



Capital District OLDER ADULT POPULATION

One Dot = 30 People Age
60 and Over

U.S. Census Bureau
American Community Survey
2017-2021 Five-year Average
by Census Tract

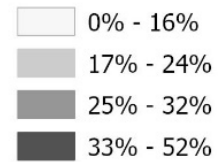


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Regional Planning
Commission
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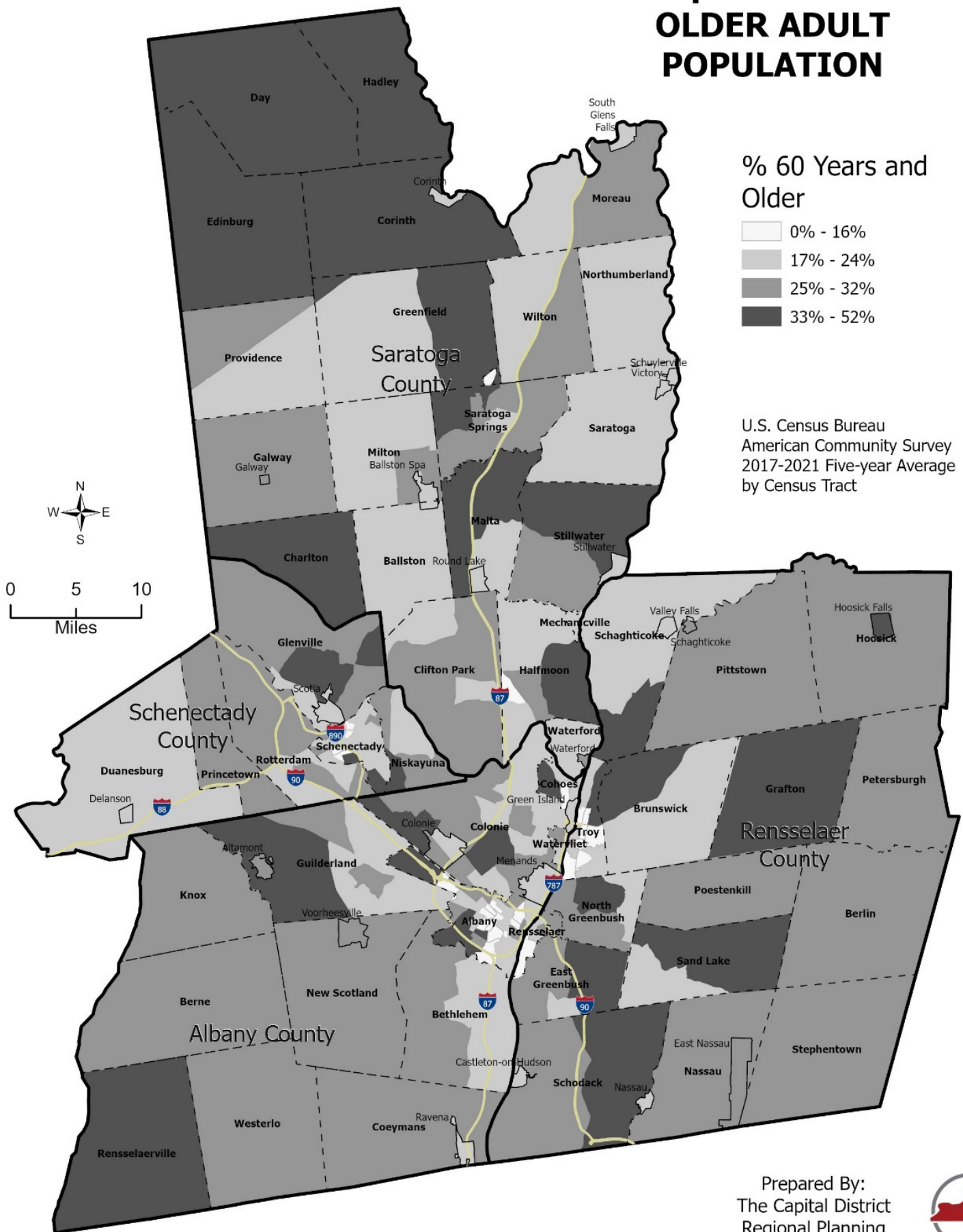


Capital District OLDER ADULT POPULATION

% 60 Years and Older



U.S. Census Bureau
American Community Survey
2017-2021 Five-year Average
by Census Tract



Prepared By:
The Capital District
Regional Planning
Commission
2023



APPENDIX B

LEP Plan

Get in Touch!



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