Task 1 – Initiate Project

Purpose: To provide a foundation for collaborative relationship between the Council of Governments, its agency partners and the project team and for timely completion of all work tasks.

- Establish a project schedule.
- Develop base mapping illustrating study area boundaries, physical features, jurisdictions and major highways.
- Prepare draft study goals and objectives.
- Develop methods for (a) identifying buildout and 2030 travel demand, and (b) evaluating and selecting alternatives.
- Draft the Quality Assurance/Quality Control plan.
- Conduct briefings with elected officials to inform them of the project initiation and solicit input on stakeholders to involve in the study process.
- Hold a Project Initiation (Scoping) meeting of the project's Study Review Team (SRT).
- Schedule and conduct first Development Forum.

Product: Working Paper #1, Work Plan.

Task 2 – Establish Public Consent Plan

Purpose: To educate stakeholders and the public about the study, to provide opportunities for community input, and to create a process for building consent in support of the framework study recommendations.

Product: Working Paper #2, Public Consent Plan.

- Outline strategies to obtain input from elected officials, solicit their input on stakeholders to involve in the process and keep policy makers informed as progress is made.
- Conduct stakeholder briefings at the beginning and at key milestones in the process to encourage their involvement in the process and build support as the framework studies develop.
- Develop action plan working with COGs/MPOs and their member organizations to engage community groups, business associations, special interest groups and the public in the study.
- Develop media relations plan to conduct media briefings, define how media inquiries will be handled, develop talking points, identify spokespeople for the study and provide brief media training for technical staff.
- Develop strategies and online materials to electronically provide information about the framework study, distribute materials and collect input.
- Develop visual communication materials to illustrate the study and define policies for distributing the materials to policy makers, stakeholder groups, media and the public.

Task 3 – Collect Data

Purpose: To develop the information on existing and forecast conditions necessary for projecting travel in the framework study area.

- Review previous and adopted transportation and land use studies.
- Prepare a generalized environmental overview. Topics include, but not necessarily limited to: gross environmental characteristics, socioeconomic impacts, and impacts on the physical and natural environment.
- Interview planning/development, transportation, and/or public works from affected jurisdictions in the study area to obtain information on approved developments, proposals currently in the pipeline, anticipated development proposals, programmed (committed) transportation projects, including those privately funded in master planned communities.
- Conduct the first round of stakeholder interviews with landowners, developers, major employers, and other stakeholders.
- Prepare a database of development proposals.
- Estimate locations and intensities of development for the unplanned portions of the framework study area.
- Compile available roadway, traffic data, and transit services on existing thoroughfares throughout the study area.
- Identify all programmed roadway improvements.

Product: Working Paper #3; Existing and Future Conditions in the Framework study area.

Task 4 – Prepare Travel Demand Forecasts

Purpose: To prepare and analyze travel demand forecasts for the framework study area. The forecasts provide the basis of identifying potential roadway deficiencies, buildout surface and public transportation infrastructure needs, and implementation strategies.

- Acquire data files and establish GIS interface for coding inputs and presentation of modeling inputs.
- Prepare a Travel Demand Methodology Report.
- Establish a Traffic Analysis Zone (TAZ) system for the framework study area.
- Assemble buildout and 2030 land use data for the TAZ system.
- Prepare district-to-district trip tables for traffic assignments.
- Develop mode choice factors to account for various levels of alternative mode (e.g., transit, walk, bicycle, etc.) in the framework study area.

Product: Working Paper #4, Travel Demand Forecast Development, including the Travel Demand Methodology Report.

Task 5 – Develop Transportation Network Alternatives

Purpose: To develop a set of three complete network alternatives or bundles for subsequent evaluation.

- Generate a Tier 1 set of alternatives using information from Task 4.
- Conduct the initial set of three focus groups to obtain specialized input on environmental, commercial, transportation and intergovernmental coordination issues.
- Conduct the second Development Forum in conjunction with the project's SRT to unveil (a) the buildout base network (existing plus committed, E+C) and (b) a set of generalized network concepts in the form of *broad lines on a map*. Through unstructured comment and a structured exercise, obtain input that can be used to narrow three alternative *bundles* for the project.
- Define a range of network alternatives based on known development, topographical and environmental constraints, travel demand pattern assessment, and arterial spacing standards.
- Perform a *fatal flaw* screening of conceptual alternatives.
- Using input from the stakeholders, the fatal flaw screening, identify the three network alternatives. Present to appropriate stakeholders and the SRT for review and comment. Refine as necessary.
- Conduct briefings with elected officials in each jurisdiction for review and comment.

Product: Working Paper #5, Transportation Network Alternatives.

Task 6 – Evaluate Network Alternatives

Purpose: To provide a technical foundation for refining the alternatives into a recommendation for the framework study area.

- Generate a Tier 2 set of alternatives for the project that focuses on optimizing the transportation network for performance based on the forecast for buildout population and employment. Identify high demand corridors that may be candidates for bus and high capacity transit services.
- Following analysis of the Tier 2 set of alternatives; conduct a third tier of evaluation to optimize the transportation network for buildout conditions. Also, as the alternative start to filter out, conduct the Tier 3 level of evaluation to refine into a framework study network recommendation. With consensus on the spatial distribution of growth until 2030, use the framework study recommendation to ascertain key facilities necessary to serve 2030 development patterns.
- Develop preliminary, order-of-magnitude construction and right-of-way costs.
- Conduct multiple community workshops to obtain feedback on the Tier 2 and Tier 3 evaluations.
- Develop a matrix for evaluating the alternatives within the tiers. Present the matrix and evaluation to the framework SRT to receive review and comment.

Product: Working Paper #6, Alternatives Evaluation.

Task 7 – Draft Network Recommendation

Purpose: To refine the recommendations from the Tier 3 of evaluation for a framework transportation alternative recommendation.

- Conduct focus group discussions to obtain input on environmental, commercial transportation, and intergovernmental coordination for establishing an alternative recommendation.
- Establish planning level, capital, operation, maintenance and right-of-way costs for the alternative recommendation.
- Compile a list of specific projects constituting the key elements of the alternative recommendation. This list includes not only capital construction projects, but also policies, strategies and other actions to make the plan work.
- Develop a project prioritization process.
- Create a draft matrix listing projects in priority order, responsible jurisdiction, potential funding sources, and general timeline for implementation.
- Present results to the SRT and key project stakeholders for review and comment.

Product: Working Paper #7, Draft Network Recommendation.

Task 8 – Recommend Framework Transportation Network

Purpose: To complete the final recommendation for the alternative recommendation using input from the SRT and key stakeholders.

- Conduct a briefing of public officials to explain the framework recommendations and receive review and comment.
- Meet with the framework SRT to discuss the Network Recommendation, priorities, and implementation strategy.

Task 9 – Document Project

Purpose: To convey information on the framework study and its findings in a manner most useful to affected jurisdictions and the community at large.

- Develop a final report draft documenting all work expended during the project. Identify electronic delivery format.
- Establish a report executive summary in poster format for distribution.

Product: Draft Report, Executive Summary, and Final Report (in electronic format).