Thomas Jefferson Planning District Commission
Charlottesville/Albemarle MPO

401 E. Water St, Charlottesville, VA 22902 www.tjpdc.org
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Agenda
MPO CTAC
Wednesday September 18th, 2019 @ 7:00 p.m.
Water Street Center, 407 E. Water Street, Charlottesville, VA 22902

Item	Time	Description
1	7:00-7:05	**Matters from the Public: limit of 3 minutes per speaker** • *Members of the Public are welcome to provide comment on any public-interest, transportation-related topic, including the items listed on this agenda.*
2	7:05-7:15	**Introductions**
3	7:15-7:20	**Approval of July 17th draft Meeting minutes*;** *Click here for draft minutes*
4	7:20-7:30	**One Map Update** – Jessica Hersh-Ballering • The Bicycle/Pedestrian Coordination Committee has taken a large step forward on this valuable project.
5	7:30-8:10	**Off-site Meeting Planning Discussion –** Jessica Hersh-Ballering • Discuss potential sites and format for an off-site meeting in the near future. Prior discussions have indicated that there is interest in holding meetings in different locations throughout the MPO to provide better outreach opportunities to the community. A number of ideas for locations/meeting formats have been discussed. At this meeting, staff will lead discussion to finalize goals for outreach meeting and specific topic. *Click here for presentation*
6	8:10-8:25	**Staff Updates –** Chip Boyles • Hydraulic Rd
7	8:25-8:30	**Additional Matters from the Public: limit of 3 minutes per speaker** • *Members of the Public are welcome to provide comment on any public-interest, transportation-related topic, including the items listed on this agenda.*

Upcoming Meetings:
MPO Policy Board: October 1st at the Crozet Library (2020 Library Avenue, Crozet, VA 22932)
MPO CTAC: November 20th

Charlottesville-Albemarle Metropolitan Planning Organization
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Citizen Transportation Advisory Committee

Draft Meeting Minutes: July 17, 2019

Committee – Voting Members	**Staff**
Vice-Chair Mike Smith (Charlottesville) – Present	Sandy Shackelford (MPO)
Ray Heron (Charlottesville) – Present	Chip Boyles (MPO)
Donna Chen (MPO) – Present	
Adam Moore (Charlottesville) - Present	
Gary Heaton (Charlottesville PC) – Present	
Marty Meth (Albemarle) - Present	
Stuart Gardner (MPO) – Present	

Call to Order:
Mr. Smith called the meeting to order at 7:01 PM.

Matters from the Public:
There were no matters from the public.

Presentation by Donna Chen
Ms. Chen presented work being undertaken by UVA utilizing a virtual lab and creating virtual environments to simulate real life roadways to change the roadway design and immerse bike/ped users into the environment to monitor how their behaviors change in response to changes in the roadway designs.

Hydraulic Road and Route 29 Improvement Prioritization
Mr. Boyles led a discussion about opportunities for the MPO to apply for road improvement funding for the Hydraulic Road/Route 29 area through the next Smart Scale application cycle. The only other funding option to utilize the $18 million designated for this segment of Route 29 improvements is revenue sharing, but the application deadline just recently passed.

The decision will need to be made based on the projects that had been scoped during the development of the Hydraulic Small Area Plan and based on how likely the various options will be to score well in the competitive scoring process. The MPO can apply for either three or four projects, so the needed improvements will need to be broken down into smaller projects and prioritized.

Off-site Meeting Planning Discussion
There have been discussions among CTAC about creating opportunities to move meetings offset to improve public participation/awareness/engagement. Mr. Smith began the discussion by reading some comments from Mr. Pietila. Mr. Pietila mentioned wanting to try to reach communities that didn't participate as much during the Long-Range Transportation Plan update. He also liked the idea of the CTAC members facilitating discussions among those that attended

meeting depending on the members' comfort levels with that. Mr. Pietila also commented that other CTAC business would likely still need to be conducted after the meeting. He thought as far as content, it would make sense to discuss the Long-Range Transportation Plan, the MPO's transportation funding, and project selection processes. Other areas of focus could include deficiencies in existing network, deficiencies in planning process, suggestions for potential improvements for public engagement, or focusing on specific transportation issues in the area where the meeting is being held. Finally, Mr. Pietila thought CTAC should start with one off-site meeting and see how it worked prior to scheduling other off-site meetings, but ideally should include a couple of off-site meetings per year.

It was clarified that more planning was needed in order to move the meeting off-site, so the anticipated timeline for the first off-site meeting would not be at the meeting in September and that it would take a few meetings to plan and implement an off-site meeting format.

One suggestion for what should be accomplished during the meeting was to educate on what CTAC does. Marketing needs to be part of the meeting planning process to make people aware of the meetings and encourage their attendance.

There were a number of suggestions for what should be covered during the meeting. Mr. Meth mentioned that it is necessary to keep the format pretty simple. Mr. Boyles responded that the topics that neighborhood communities might be interested in is likely not the long-range planning part, and so it would be beneficial to have officials that work locally attend to respond to the more specific concerns.

Mr. Meth then went on to mention that bus transportation is another area that it may be beneficial for people to be better informed of, and that the committee needed to choose their topics and look at other opportunities for outreach.

Another suggestion was to utilize the CACs or other neighborhood groups to hold a combined CTAC meeting.

Mr. Boyles also mentioned it would be important to alternate off-site meeting locations between Charlottesville and Albemarle.

Another idea that was suggested was to discuss transportation funding to help the public understand revenue sources for transportation improvements/maintenance and how project funding decisions are made.

Ms. Shackelford mentioned that it would be helpful to decide whether there is one topic area that the committee wants to shop around at different locations, or whether CTAC would prefer that the topic be more location-specific as a starting point.

Mr. Boyles suggested that staff provide a draft of what off-site meetings could look like with various options for the committee to begin reviewing.

Transportation Alternatives Program Grant Applications

Ms. Shackelford shared the Transportation Alternatives Program grant applications that were submitted by Charlottesville and Albemarle requiring resolutions of support from the MPO Policy Board.

Revenue Sharing Application
Ms. Shackelford shared one of the revenue sharing applications that was submitted by Albemarle County for review by the MPO Policy Board. A resolution of support is not necessary for this project, but the MPO Policy Board may provide one if they would like.

Staff Reports
Mr. Boyles provided a brief update on the Regional Transit Partnership. Albemarle and Charlottesville both passed an MOU which is the first written agreement between the County and City for CAT operations and the amount the County will contribute for CAT services. RTP is also working with the Chamber of Commerce on an outreach event focusing on how transit is good for business. They are also looking for a peer community to visit to gather ideas for implementation locally, which would include some review of the transit system.

Ms. Shackelford provided an updated membership roster and mentioned that there was still an opening on the committee for an MPO-appointed committee member, and mentioned that the CTAC members could reach out if there was someone they had in mind that may be a good committee member, and encourage them to apply. Mr. Boyles added it was really important to work on achieving diversity in committee membership.

Ms. Shackelford also mentioned that there would be a new staff member starting August 16th that would likely be taking over the management of CTAC.

Approval of Meeting Minutes:
The July meeting minutes were reviewed. Mr. Heaton made a motion to approve the minutes, Mr. Meth seconded the motion, and it passed unanimously.

Additional Matters from the Public:
There were no matters from the public.

The meeting was adjourned at 8:30 PM.

So You Want To Do Some Outreach?

Jessica Hersh-Ballering, MPH

Transportation Planner

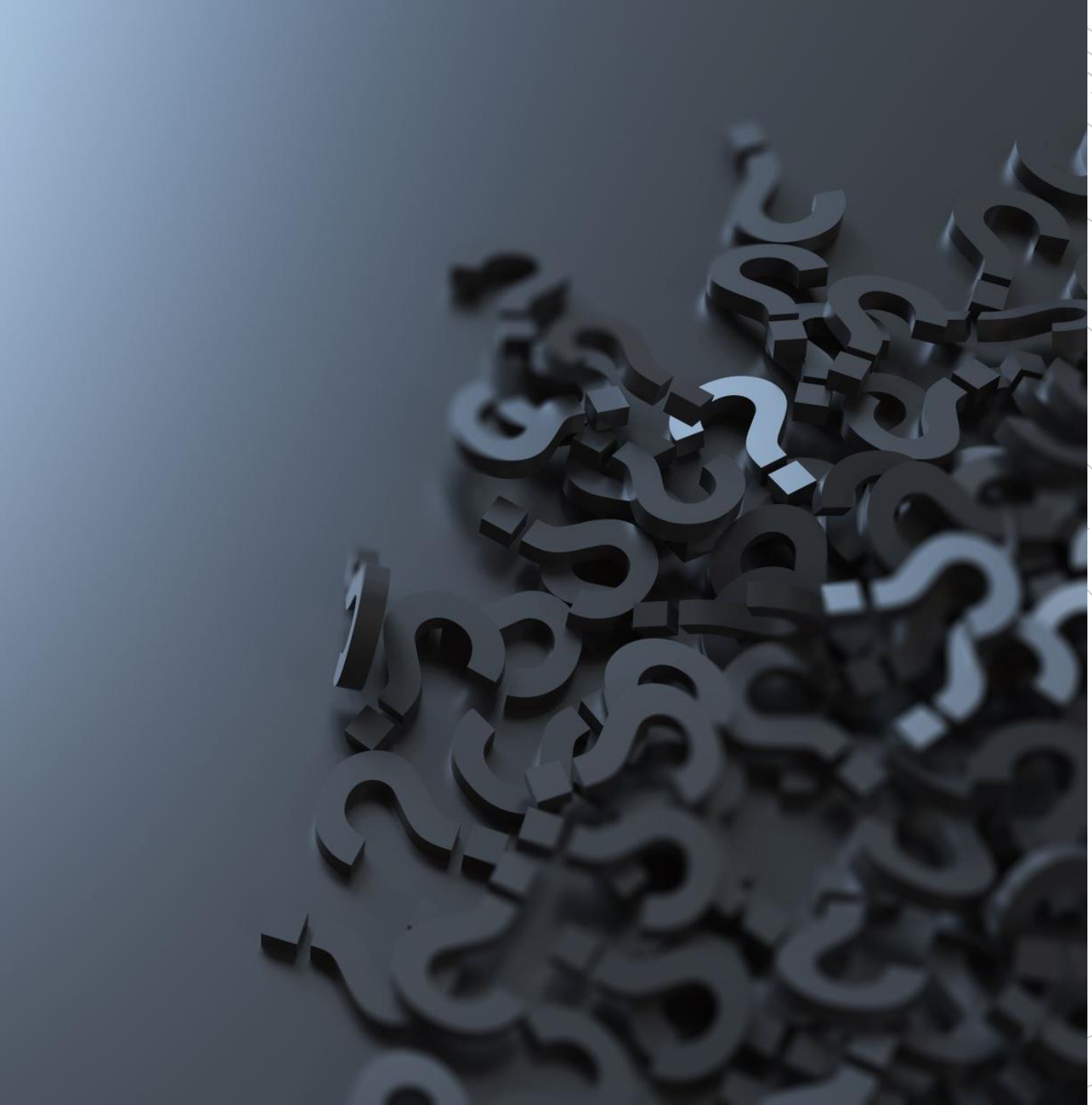
Thomas Jefferson Planning District Commission

As a group, we will…

- Clarify the purpose of your upcoming outreach
- Develop potential outreach topics (and appropriate potential audiences) and choose **one topic/audience** for your upcoming outreach
- Experience an outreach activity that activates the audience

Next meeting, we will…

- Take a deep dive into successful modern outreach methods and logistics
- Develop a vision for the outreach event



Questions?



Inform



Gather information



Recruit for CTAC



Other suggestions?

What is the purpose of your outreach?

Inform the Public

INFORM ABOUT…

- A specific project
- The contents of a specific plan
- Process
- Hybrid purpose

CONSIDERATIONS

- Why would the audience be interested?
- Does the audience share a baseline level of knowledge on the topic?
- How much time is available?
- Do you have a call to action?

Gather Information

GATHER INFORMATION ABOUT…

- A specific project
- A specific area
- A specific mode of transportation

CONSIDERATIONS

- What will the information gathered be used for?
- What is your timeline for using the information?
- How will the results of the information-gathering session be communicated to the participants and the general public?
- Can you test a complicated/involved method of data-gathering before bringing it to a larger group?

Recruit for CTAC

PURPOSE OF RECRUITMENT

- Increase membership
- Diversify membership with a variety of viewpoints and experiences*

CLARIFY

- What is your committee's goal(s)? Can you draw a clear line from that goal to the prospective members' interests and the interests of their community?
- How much time are you requesting from members? How flexible is your meeting time and location?
- *A single person cannot and should not speak for an entire demographic. Identities intersect. Does your prospective membership know that your organization respects these realities?

Other Suggestions?

Sticker Activity

Wrap-Up and Next Steps

Next meeting, we will…

- Take a deep dive into successful modern outreach methods and logistics
- Develop a vision for the outreach event