

## Memorandum

**To:** MPO Committee Members  
**From:** Sandy Shackelford, Director of Planning & Transportation  
**Date:** November 8, 2022  
**Reference:** LRTP Draft Goals and Objects, Focus Group Participants

### Purpose:

The first step in determining the transportation project priorities for the Long Range Transportation Plan (LRTP) is defining the goals and objectives for the transportation system. The ultimate required outcome of the LRTP is a list of infrastructure projects that the MPO region will prioritize when pursuing funding opportunities. While other strategies may be referenced in the LRTP, the goals and objectives should be developed in a way that guides the prioritization of the infrastructure project selection.

Staff has developed a set of draft goals and objectives as a starting point for discussion, and is requesting additional feedback from MPO Tech and CTAC, and is planning to conduct focus groups with specific groups prior to developing the final recommended language.

### Background:

The initial set of goals and objectives developed by staff is based largely on what was included in the 2045 LRTP as well as referencing the language that was included in other LRTPs throughout the Commonwealth. While there is a desire to ensure that the objectives are connected to metrics that can help guide the selection of projects, there may be opportunities to consider objectives that aren't directly related to a measurable outcome in a qualitative process.

The goals are the general statement of how we want our transportation system to operate. The objectives are more specific and help us know how we know we are meeting those goals. The objectives are value statements that will inform the actual measures that are used to conduct a quantitative project prioritization process.

CA-MPO staff has retained the consulting firms EPR and Kimley Horn to provide support in the development of the LRTP. The consultants have advised that the best opportunity to have public and stakeholder engagement in the development of the goals and objectives is to conduct focus groups with targeted representatives of the public based on stakeholders that we hope to engage with throughout the LRTP process. The focus groups serve two important functions: the first is that we have an opportunity to hear about the transportation system needs from representatives that have more knowledge on certain types of system improvement needs. This gives us a chance to vet the factors that

are included in the population in a well-facilitated process prior to asking the public more generally to provide feedback on how important the different goals and objectives are. The second purpose to conducting these focus groups is that it helps us build relationships with important stakeholders that can help guide successful engagement strategies with the populations they represent.

For these two reasons, staff is suggesting that we conduct four focus groups that would include the business community, safety professionals, equity priority communities, and special interest groups. These would be facilitated by our staff and their feedback will inform recommendations to the goals and objectives that would be considered for final consideration at the MPO meetings in January or March depending on how quickly these groups could be scheduled.

While thought has been put into the potential membership of these focus groups, this is still very much a draft form. Staff has reached out to the economic development departments on recommendations for business community stakeholders to include, so this list could be adjusted based on their feedback. Participants would be invited to attend, but there has been no request for participation at this time and there is no commitment on the part of any group listed here.

**Recommendation:**

There is no staff recommendation at this time. Staff is requesting feedback from the committee members on the draft goals and objectives and on the focus group approach, as well as whether there are recommendations for representatives that should be included in any of the suggested groups. Ideal group sizes would be between 8 and 12.

If there are any questions or comments, please contact Sandy Shackelford at [sshackelford@tjpd.org](mailto:sshackelford@tjpd.org).