

Memorandum

To: MPO Committees
From: Sandy Shackelford, Director of Planning & Transportation
Date: July 10, 2023
Reference: Update on the Toward 2050 Stakeholder Outreach

Purpose:

In June 2023, the MPO kicked off its broad public engagement to receive community input on transportation system priorities and identify issues. The purpose of the public engagement in this phase is to develop the relative importance of different factors in determining system priorities, and to hear from the public on where there are identified issues and opportunities. This feedback will guide the analysis of systemwide data and better understand conditions that are contributing to existing system deficiencies.

Discussion:

The MPO kicked off the public engagement with a virtual informational meeting, a drop-in open house, and a MetroQuest survey. Information about these opportunities to learn more and start providing feedback were directly emailed to more than 200 points of contact that included committee members, stakeholder discussion group participants, and community representatives, including all neighborhood association points of contact in the City of Charlottesville.

Information was (and continues to be) further distributed through the TJPDC monthly newsletter, through social media, through the Albemarle County newsletter, in communication to Albemarle County's Community Advisory Committees, and has been disseminated by two news sources.

Participation to date has been modest:

- Virtual Meeting was attended by four people;
- Open House was attended by six people;
- As of 7/10/2023, 97 people have taken the survey, and have left over 400 mapping comments.

MPO Staff is working to identify opportunities to get feedback about transportation priorities through public engagement with the community. Those efforts include:

- Coordinating additional engagement and outreach with The Center at Belvedere
- Tabling at the Downtown Transit Center (Scheduled for end of July)
- CACVB Board Meeting (Late August)
- Outreach at UVA to include disseminating information through Student Government Association newsletters and planning on-campus outreach (in-person outreach late August)
- Coordinating with Albemarle County on presentations to the Community Advisory Committees (later this fall)
- Considering opportunities to conduct outreach at parks
- Continue to work directly with community organizations and stakeholders

We want to provide as many opportunities for engagement at this point in the process most importantly to help us hear from the community about their identified issues and opportunities. However, there will be additional opportunities for the public to provide feedback later in the process when we start discussing discrete projects.

Actions: This information is being shared for discussion purposes. No action is requested at this time.