

Stakeholder and Public Engagement Plan

Purpose

The purpose of the Stakeholder and Public Engagement Plan is to establish an expectation for the communication and involvement of essential participants in the development of the Long Range Transportation Plan, identifying the role that different committees and groups will play.

Standing MPO Committees

There are two standing advisory committees that will be engaged throughout the development of the 2050 LRTP.

The **Citizens Transportation Advisory Committee (CTAC)** will provide guidance on public participation strategies and vet materials for understandability by the general public. They will also provide assistance in identifying opportunities to share information about the plan update process with the general public and stakeholder groups. In addition, CTAC will serve as a conduit for issues raised by citizens to be considered in the development of the LRTP, respond to recommendations, and advise the Policy Board.

The **MPO Technical Advisory Group (MPO Tech)** will provide technical review of plan process and content, work with other departments to ensure that considerations regarding equity, land use, housing, and the environment are considered, and provide formal recommendations on draft materials and processes to be presented to the MPO Policy Board.

The **MPO Policy Board** will serve as the steering committee for the 2050 Long Range Transportation Plan. They will approve the Scope of Work, receive regular updates on the progress of the development of the plan, and provide oversight on the development of the final plan and recommendations. The MPO Policy Board, as the sole decision-making body of the MPO, will approve the final LRTP.

MPO Tech Work Sessions

MPO Tech will hold regular work sessions in addition to the bi-monthly meetings throughout the duration of the plan development on the months that the MPO committees do not regularly meet. In addition to the members of MPO Tech, other locality, agency, or state staff will be invited to participate in the work sessions as appropriate to provide critical feedback on the plan development. The work sessions will be open to the public, but will not include opportunities for public participation.

Transportation systems are necessarily connected to other considerations important to the community. For this reason, CA-MPO staff believes that it is important to invite additional expertise into the process of developing the LRTP to consider impacts as comprehensively as possible. While these additional staff participants may not need to participate in every meeting of the technical working group, it is important that we have identified them as ongoing participants in the planning process.

Work session participants to include:

- Albemarle County - Transportation Planning (core)
- Albemarle County – Planning Commission (core)
- City of Charlottesville - Transportation Planning (core)

- City of Charlottesville - Public Works/Traffic Engineer (core)
- City of Charlottesville – Planning Commission (core)
- UVA – Office of the Architect Staff (core)
- University Transit Service (core)
- CAT/Charlottesville Pupil Transportation – (core)
- Jaunt – (core)
- DRPT – (core)
- VDOT – Culpeper District (core)
- VDOT – Albemarle Residency (core)
- Albemarle County – Land Use Planning
- Albemarle County – Climate Action
- Albemarle County – Housing
- Albemarle County – DEI
- Albemarle County – Pupil Transportation (core)
- City of Charlottesville – NDS (Land Use)
- City of Charlottesville – NDS (Housing)
- City of Charlottesville – Climate Action
- City of Charlottesville – DEI

Public Engagement

The public engagement strategies employed as part of this plan update will be informed by MPO process documents including the Title VI Plan and the Public Engagement Plan adopted by the Policy Board. It will also rely on best practices identified by CA-MPO Staff with consultant support.

An LRTP 2050 webpage/website will be established to provide an ongoing conduit for information sharing and plan updates. Public meeting schedules and summaries, maps, surveys, and draft materials will be updated on the website. CA-MPO staff will explore formats for webhosting and information sharing that are easy for the public to understand and provide feedback opportunities, such as interactive maps.

The LRTP is a largely data-driven process. Therefore, it is essential that engagement with the public is carefully considered to provide an opportunity for meaningful feedback that can be incorporated into the development of the plan. CA-MPO staff has identified four project phases where public engagement will be sought in order to inform the development of the plan.

Phase I: Goal-Setting

The first phase of the public engagement will be to assess the community’s goals for the transportation system. This phase will be the official public kick-off of the LRTP, so CA-MPO staff will provide an overview of the purpose of the LRTP and explain the planning process to the public during this initial phase.

CA-MPO staff will use a variety of formats in order to engage the public. These will include a survey, and at least one in-person open house and one online webinar. CA-MPO will also work to identify community events and meetings to attend in order to more broadly share information about the LRTP

and collect feedback from the public. CA-MPO will collect contact information at each of these events from those that wish to remain engaged in the planning process.

The outcomes of the goal-setting phase will be to establish priorities for the needs that should be considered as staff analyzes the existing and future operations of the transportation system.

Phase II: System Operations/Needs

Based on the prioritization of goals from the first phase, CA-MPO staff will develop a summary of prioritized needs for the transportation system. These needs will be shared on the project website and there will be a public comment period for the public to provide feedback and thoughts on the prioritized needs.

A summary of the data-generated needs and comments from the general public will be shared with the MPO committees for discussion. CA-MPO staff will work to build consensus on the prioritized needs with the MPO committees prior to moving into the next phase.

While the system could benefit from all the needs identified, prioritizing the needs will inform which projects will ultimately be included on the constrained list versus a future vision list of projects for consideration.

Phase III: Project Prioritization

Based on the prioritized needs, CA-MPO will work with VDOT and locality staff to determine which of the prioritized needs may need further study and which have solutions that are either straightforward or have already been developed through previous studies. Priority needs that also have identified improvements will then be ranked based on their overall ability to improve the transportation system based on the identified goals compared to the overall estimated costs of the project. This benefit-cost analysis approach will help prioritize projects based on the feasibility of them receiving funding through competitive grant programs.

Estimated system improvements will be modeled using the CA-MPO's travel demand model to illustrate possible outcomes. The prioritized projects and the estimated impacts will be shared with the public through at least one open house and one on-line webinar, as well as shared on the project website with a designated comment period. CA-MPO staff will also reach back out to any organizations that received presentation during Phase I to determine if they would like a follow-up presentation once the draft priorities have been developed.

Phase IV: Final Plan

Once the prioritization of projects and studies has been developed, the final plan will be drafted and shared on the website for final comments. A public hearing will be held at a CA-MPO Policy Board meeting prior to adoption of the plan consistent with the CA-MPO's Public Engagement Plan and federal requirements.

Ongoing

While the CA-MPO is required to update the plan at least once every five years, there may be a need or desire to amend the plan prior to the next update. If the approved plan is adopted, CA-MPO staff will

follow the MPO's Public Engagement Plan and hold public hearings at a minimum before changes are made.