

Memorandum

To: MPO Committee Members
From: Sandy Shackelford, Director of Planning & Transportation
Date: November 30, 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 developed a set of draft goals and objectives as a starting point for discussion, and additional feedback from MPO Tech and CTAC at their meetings in November. Staff plans 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 through an additional 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. The objectives do not point to a specific outcome for the system, rather they inform the different priorities that will be used to evaluate potential projects against each other.

CTAC and the MPO Technical Advisory Committee have both reviewed the draft goals and objectives. There was a request to strengthen the Efficiency goals and related objectives to incorporate multi-modal system considerations. That goal and related objectives have been revised per that feedback.

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 small discussion

groups with targeted representatives of the public based on stakeholders that we hope to engage with throughout the LRTP process. The discussion 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 language around the goals and objectives 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 in conducting these discussion groups is to help 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 discussion groups that would include the business community, safety professionals, equity priority communities, and special interest groups. These would be facilitated by MPO staff with support from the retained consultants in developing the discussion framework 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.

The MPO Technical Committee and CTAC reviewed the initial list of potential stakeholders that was developed by staff and made additional recommendations. There are a number of organizations that serve similar populations, so while not all of the suggested organizations may be included in the stakeholder discussions, MPO staff will work with the consultants to develop a mix of stakeholders to invite that represent the different interests that we want to ensure have the opportunity to inform the process. Participants will 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 identified groups at this time.

There was a discussion among the MPO Technical Committee about whether the suggested groupings make sense, and that it may be more appropriate to form the discussion groups around the specific interests versus around the assumed perception of the invited stakeholders. After discussing the pros and cons of the different structures with the consultants, staff believes that each of the potential stakeholders has a unique lens that they will be viewing the transportation system through, and that it will be helpful for each group to have the opportunity to provide feedback on the broader set of goals and objectives instead of more specifically directing the conversation around certain topics.

Recommendation:

Staff is requesting general feedback on the draft goals and objectives and consensus from the Policy Board on moving forward with forming and holding the stakeholder discussion groups as presented.

If there are any questions or comments, please contact Sandy Shackelford at sshackelford@tjpd.org.

Goal	Objective
Safety: Improve the safety of the transportation system for all users.	Reduce frequency and severity of crashes.
	Improve comfort and safety for users of alternative modes of transportation.
Environment: Reduce the negative environmental impacts of the transportation system.	Minimize impacts of transportation system on natural and built environment.
	Increase use of alternative modes of transportation (ridesharing, transit, active transportation).
	Integrate sustainable infrastructure practices into project design.
	Reduce vehicle emissions.
Equity & Accessibility: Improve equitable access to jobs and opportunities through greater availability of mode choices that are affordable and efficient.	Increase mode choice for all users.
	Increase access to jobs and opportunities for historically underserved populations.
Land Use & Economic Development: Integrate transportation system improvements with land use planning.	Provide multi-modal infrastructure in designated growth areas, mixed-use areas, and near community resources.
	Fill connectivity gaps in multi-modal network.
	Improve access to community resources for historically underserved populations.
Efficiency: Increase travel efficiency and system reliability for all modes.	Improve roadway system reliability through operational improvements (intersection reconfiguration, traffic light coordination, etc.)
	Increase system capacity at identified bottlenecks.
	Maintain the existing system in a state of good repair.

Stakeholder Discussion Groups:

Business Community:

Charlottesville Albemarle Convention and Visitors Bureau
 Charlottesville Albemarle Regional Chamber of Commerce/CADRe
 UVA Health
 Piedmont Workforce Development Board
 UVA Economic Development
 Central Virginia Partnership for Economic Development
 Free Enterprise Forum
 Private Businesses
 Union representatives
 PVCC
 Sentara

Safety Professionals:

EMS
 Department of Health
 School Bus Driver
 Crossing Guard
 Safe Routes to School
 Charlottesville Police
 Albemarle Police
 Virginia State Police
 Jaunt Safety Director
 CAT Safety Director
 UTS Safety Director
 High School Driver's Education

Equity Priority Communities:

Charlottesville Area Alliance
 Piedmont Housing Alliance
 First Baptist Church
 Virginia Institute for the Blind
 Sin Berraras
 Charlottesville Independence Resource Center
 Network to Work
 Public Housing Association of Residents (PHAR)
 International Rescue Committee (IRC)
 Virginia Supportive Housing
 Autism Institute

Special Interest Groups:

C3
 Mobility Alliance/Piedmont Environmental Council
 Southern Environmental Law Center
 IMPACT
 Charlottesville Bike/Ped Advisory Committee
 UVA Student (Student Government Association)
 Rivanna Trails Foundation
 Liveable Charlottesville
 BRAC