

## MEMO

**TO:** CAMPO MPO TECHNICAL COMMITTEE  
**FROM:** Will Cockrell, AICP (EPR)  
Alan Simpson, (EPR)  
**DATE:** September 11, 2023

**RE:** MPO Technical Committee Memo on Toward 2050 Engagement

**PURPOSE:** The following memo updates the MPO Technical Committee on the Moving Toward 2050 public and stakeholder engagement process. Working with their consultant team, MPO staff will pass the first significant engagement milestone in September. EPR is currently processing public and stakeholder feedback and will share a detailed report for the October MPO Technical Committee meeting.

**BACKGROUND:** Throughout the calendar year, MPO staff collected stakeholder and public comments to help shape the Moving Toward 2050 planning process and upcoming decisions. These efforts began in February 2023 when staff and their consultants facilitated three stakeholder meetings representing major employers, public safety departments, and other community partners. These initial meetings shaped the Moving Toward 2050 goals and objectives. Staff used these goals and objectives to shape their public engagement tools, sharing the goals and objectives with community groups and developing a survey to collect feedback on transportation system priorities.

More recent engagement efforts included:

- **VIRTUAL PUBLIC MEETING:** MPO staff conducted a virtual informational meeting explaining the Moving Toward 2050 process. The meeting was recorded and placed on the project website as a reference resource.
- **OPEN HOUSE EVENT:** EPR assisted staff with developing meeting materials for an Open House event at the Water Street Center.
- **COMMUNITY SURVEY:** An online survey collected 334 responses and over 1,100 comments through an interactive map.
- **PUBLIC INTERCEPTS:** To reach underrepresented groups, staff attended various community events to gather comments. Staff also attended two Charlottesville Redevelopment and Housing Authority's (CRHA) regular meetings with residents. Additionally, staff set up booths at the Charlottesville Transit Center and the Charlottesville National Night Out event, and attended Albemarle County's National Night Out event.
- **COMMUNITY ADVISORY COMMITTEE (CAC) MEETINGS:** TJPDC staff is attending Albemarle County's CAC meetings to collect additional feedback. The last of those presentations will occur in late September.
- **PAST FEEDBACK:** Staff and their consultants are creating an inventory of previous transportation-related engagement efforts, as those results are still valid. That log incorporates feedback received through local comprehensive plan and transit efforts.

With one CAC meeting left to attend, MPO staff can document contact with nearly 600 individuals and attendance at fifteen community engagement events as part of this initiative.

**ISSUES:** All public and stakeholder comments have been added to a spreadsheet log, which EPR is reviewing to create an engagement report for this process stage. This document will incorporate and analyze comments from the various efforts. The general document outline includes the following sections:

- Summary of engagement efforts with dates and approaches
- Report on community survey responses
- Analysis of comments received at community events and meetings
- Summary of transportation-related comments from past efforts
- Report on how comments will shape Moving Toward 2050
- Next steps

This document will consolidate responses into an analysis that guides the next steps and outcomes for Toward 2050. The feedback will serve four purposes:

1. Weighting Performance Measures involved with scoring projects;
2. Identifying and weighting travel needs;
3. Evaluating projects; and,
4. Identifying preferred solutions to travel needs.

**ACTIONS:** EPR will complete this engagement documentation at the end of September for staff review. The MPO Technical Committee will receive this documentation and analysis at their October 17 meeting for further discussion. EPR will attend the September 19 meeting to answer questions and provide preliminary findings. If you have any comments, concerns, or questions, please contact me at [w.cockrell@epr-pc.com](mailto:w.cockrell@epr-pc.com) or (434) 981-8745.