

CTAC Community Outreach Discussion Summary From 9/18/2019 Meeting

The committee began by brainstorming the many different projects, plans, and processes they could **inform** the public about.

Projects:

- Hydraulic Road and Route 29
- One Map (bicycle and pedestrian infrastructure map that includes info from City of Charlottesville, Albemarle County, and UVA)

Plans:

- The Jefferson Area Bicycle and Pedestrian Plan

Processes:

- Smart Scale funding process
- The Long Range Plan planning process

The committee also briefly discussed projects for which they could **gather information**, focusing almost entirely on gathering info about previously underrepresented groups during the long range planning process and gathering information about transit from both users and non-users of our local transit systems. Committee members also mentioned that information-gathering should be ongoing through online and app-based reporting options.

Intended audience: The committee specifically identified young (aged 20-30 years old?) Charlottesville and Albemarle county residents as a demographic that is underrepresented at planning-related meetings and discussed the importance of outreach topics that appeal to this demographic. Individual members of the committee also mentioned other underrepresented groups, including individuals with disabilities, parents, people of color, and lower-income individuals.

Intended venue for outreach and other comments: Committee members generally agreed that CTAC should not duplicate – but complement – other outreach efforts. Similarly, outreach could take place at other events (CAC annual summit, the Tom Tom festival, etc.) or at other places people already gather (transit stops, etc.) rather than creating a separate event.

Additionally, outreach should feel and be purposeful – it should not be done after a plan is already in or near its final stages (when it cannot be changed).

Recommended plan:

The majority of the committee seemed to focus on outreach that shares info and gathers info on the [Long Range Transportation Plan](#). Please review the two options below and respond to me with your thoughts and suggestions. We will discuss in greater detail at our November meeting.

The ideas below are pulled from a FHWA webinar series on public outreach. Click [here](#) to watch and/or read more about the series.

Option 1 – Pop-up outreach with tablet survey collection: We recommend that the committee identify upcoming events whose intended audiences include individuals from the demographics identified as not frequently attending planning meetings – especially young adults. An example of an event might include a free music event at IX Park or during a transportation-themed family program at the Discovery Museum on the downtown mall.

The committee should draft a brief survey that helps the committee better understand respondents' knowledge of the long range planning process, previous involvement in any public engagement process for any planning project, and likelihood of participating in a variety of different outreach activities for the next long range planning process (likely to be approved in 2024, but outreach will take place in the couple of years beforehand).

The committee could consider developing a “lure” that creates a “captive audience” when tabling at an event. For example, a DOT in Minnesota covered a van in a special wrap that could be drawn on, then erased and drawn on again (like a dry-erase board). Children loved it and would draw on it for an extended period of time at events. Parents became a “captive audience” and DOT staff were able to get numerous completed surveys.

Subsequent CTAC meetings will review and refine the outreach locations and survey questions.

Option 2 – Meeting-in-a-box pilot project: We recommend that the committee develop and pilot a “meeting-in-a-box” outreach program. (Watch this [short video](#) from the FHWA that explains how other meeting-in-a-box programs have worked.)

Committee members should develop questions/prompts to be included in the meeting-in-a-box; these questions/prompts will allow participants to give answers that help the committee better understand respondents' knowledge of the long range planning process, previous involvement in any public engagement process for any planning project, and likelihood of participating in a variety of different outreach activities for the next long range planning process (likely to be approved in 2024).

Committee members will then pilot the meeting-in-a-box program. Committee members may work in teams or independently to host an informal meeting with friends or a target demographic that they are connected to in some way.

Committee members will submit meeting notes and responses to Jessica. Subsequent CTAC meetings will review and refine the meeting-in-a-box format and questions/prompts with the intention of using the meeting-in-a-box for outreach and data collection during the next long range planning process.

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