

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/84701091920?pwd=V3FxQi9wRVZlNTNvR08yQWl5OU53QT09>

Meeting ID: 847 0109 1920

Passcode: 975419

Dial in: 1-646-558-8656

Item	Time†	Description
1	4:00 – 4:05	Call to Order: Read the notice of electronic meeting
2	4:05-4:10	Matters from the Public: limit of 3 minutes per speaker Public are welcome to provide comment on any transportation-related topic, including the items listed on this agenda, and/or comment <u>during items</u> marked with an *
3	4:10-4:15	General Administration * - Sandy Shackelford, TJPDC <ul style="list-style-type: none"> Return to in-person meetings tentatively scheduled for September Review and Acceptance of the Agenda * Approval of June 23, 2021 Meeting Minutes *
4	4:15-4:25	Public Hearing – Public Participation Plan * - Lucinda Shannon, TJPDC <ul style="list-style-type: none"> Staff Memo Public Participation Plan
5	4:25-4:35	Remote Meeting Policy * – Sandy Shackelford, TJPDC <ul style="list-style-type: none"> Staff Memo Policy
6	4:35-5:05	SMART SCALE Round 5 Project Selection * – Sandy Shackelford, TJPDC <ul style="list-style-type: none"> Memo – Staff Recommendations
7	5:10-5:25	Equity Study – Nick Morrison, TJPDC Presentation of the equity analysis TJPDC staff conducted in FY21.
8	5:25-5:30	RideShare Work Plan 2022 – Sara Pennington, TJPDC Review of the initiatives being undertaken through the TJPDC RideShare program in FY22. <ul style="list-style-type: none"> RideShare Work Plan
9	5:30-5:40	Staff updates <ul style="list-style-type: none"> Launch of Afton Express – Sara Pennington, TJPDC North 29 Corridor study – Lucinda Shannon, TJPDC Electric Vehicle Infrastructure Study – Lucinda Shannon, TJPDC VDOT Project Pipeline – Chuck Proctor, VDOT Joint meeting with SAW-MPO – Sandy Shackelford, TJPDC
10	5:40-5:50	Roundtable Discussion
11	5:50-5:55	Items Added to the Agenda
12	5:55-6:00	Additional Matters from the Public Members of the Public are welcome to provide comment (limit of 3 minutes per speaker)
13	6:00pm	Adjourn

† Times are approximate

* Requires a vote of the Board

Upcoming Meeting Date: **September 22, 4:00 p.m.**

NOTICE OF ELECTRONIC MEETING

DUE TO COVID-19 STATE OF EMERGENCY

This meeting of the Charlottesville-Albemarle Metropolitan Planning Organizations is being held pursuant to *Code of Virginia* § [2.2-3708.2](#), which allows a public body to hold electronic meetings when the locality in which it is located has declared a local state of emergency, and the catastrophic nature of the emergency makes it impracticable or unsafe to assemble a quorum in a single location, and the purpose of the meeting is to provide for the discharge of its lawful purposes, duties, and responsibilities.

This meeting is being held via electronic video and audio means through Zoom online meetings and is accessible to the public with close captioning and there will be an opportunity for public comment during that portion of the agenda.

Notice has been provided to the public through notice at the TJPDC offices, to the media, web site posting and agenda.

The meeting minutes will reflect the nature of the emergency, the meeting was held by electronic communication means, and the type of electronic communication means by which the meeting was held.

A recording of the meeting will be posted at www.tjpd.org within 10 days of the meeting.

VOTING MEMBERS
Ann Mallek, Albemarle
Ned Gallaway, Albemarle
Michael Payne, Charlottesville
Lloyd Snook, Charlottesville
Stacy Londrey, VDOT
NON-VOTING MEMBERS
Karen Davis, Jaunt
Julia Monteith, UVA
Garland Williams, CAT
Wood Hudson, DRPT
Richard Duran, FHWA
Ryan Long, FTA
Tristan Fessell, CTAC
Sandy Shackelford, TJPDC

MPO Policy Board Meeting

Minutes, June 23, 2021

DRAFT

Video of the meeting can be found here:

<https://www.youtube.com/watch?v=mMYFua4oxFo&t=226s>

VOTING MEMBERS & ALTERNATES		STAFF	
Ann Mallek, Albemarle	x	Jessica Hersh-Ballering, TJPDC	x
Ned Gallaway, Albemarle	x	Lucinda Shannon, TJPDC	x
Michael Payne, Charlottesville	x	Gretchen Thomas, TJPDC	x
Lloyd Snook, Charlottesville	x	Christine Jacobs, TJPDC	x
Stacy Londrey, VDOT	x	Sara Pennington, Rideshare	x
NON-VOTING MEMBERS		GUESTS/PUBLIC	
Chuck Proctor, VDOT	x	Sean Tubbs	x
Karen Davis, Jaunt		Allison Wrabel, Cville Tomorrow	x
Julia Monteith, UVA	x	Chris Gensic, City of Charlottesville	x
Garland Williams, CAT	x	Amanda Poncy, City of Charlottesville	x
Wood Hudson, DRPT	x	Chuck Proctor, VDOT	x
Richard Duran, FHWA		Kevin McDermott, Albemarle County	x
Ryan Long, FTA		Tony Edwards, City of Charlottesville	x
Tristan Fessell, CTAC			
Sandy Shackelford, TJPDC	x		

Note: The Governor has declared a state of emergency due to the COVID-19 pandemic and the nature of this declared emergency makes it impracticable or unsafe for the Thomas Jefferson Planning District Commission to assemble in a single location. This meeting was held utilizing electronic virtual communication with the Zoom software application, and in accordance with virtual meeting procedures and policies as outlined in Item 4.0-01 of the Virginia state budget (HB29), as effective April 24, 2020. A recording of the meeting was made available to the public on July 6, 2021 at https://www.youtube.com/watch?v=g-kfKHk5PKM&feature=youtu.be&ab_channel=TJPDC-MPO.

1. CALL TO ORDER:

The MPO Policy Board Committee Chair, Michael Payne, presided and called the meeting to order at 4:02 p.m. He read the Notice of Electronic Meeting and Commissioner and Public Protocol and Sandy Shackelford took attendance.

2. MATTERS FROM THE PUBLIC (MINUTE 3:47)

- a. **Comments by the Public:** Mr. Lee Kondor said regarding the roundabout at Hydraulic Road and District Avenue and the Extension of Hillsdale Drive to Route 250, the cost of those combined



projects is over \$50 million but those projects do “almost nothing to reduce traffic congestion on US 29 at both Hydraulic and Angus Roads.” He suggested an alternative for that for the same \$50 million that reduces the vehicles at those intersections from 56,000 vehicles a day to 20,000 vehicles per day on US 29. He suggested carrying forward monies from Smart Scale’s Round 4 into Round 5 to achieve this. He asked the Policy Board to consider that option.

b. Comments provided via email, online, web site, etc.: None

3. GENERAL ADMINISTRATION (MINUTE 6:05)

Ms. Shackelford explained that since the Governor’s state of emergency meeting regulation will expire at the end of June. There will be a return to in-person meetings in July.

Review and Acceptance of the Agenda (Minute 7:00)

Motion/Action: Ms. Mallek made a motion to accept the agenda. Mr. Gallaway seconded and the motion passed unanimously.

Approval of March 24, 2021 meeting minutes (Minute 7:34)

Motion/Action: Ms. Mallek made a motion to approve the March 24 meeting minutes. Mr. Gallaway seconded and the motion passed unanimously.

Approval of May 26, 2021 meeting minutes (Minute 7:44)

Motion/Action: Ms. Mallek made a motion to approve the May 26 meeting minutes. Mr. Gallaway seconded and the motion passed unanimously.

4. RESOLUTION OF SUPPORT FOR CHARLOTTESVILLE FUNDING APPLICATIONS (MINUTE 8:05)

Chris Gensic reviewed the Charlottesville Parks TAP Grant application re: the Meadow Creek shared use path and bridge project.

Motion/Action: *Review and Acceptance of the Resolution for the TAP Grant:* Mr. Gallaway made a motion to accept the resolution as presented, seconded by Mr. Snook and the motion passed unanimously.

Amanda Poncy reviewed the Safe Routes to School Transportation Alternatives Program grant (*minute 12:48*).

Motion/Action: *Review and Acceptance of the Resolution for the Safe Routes to School Transportation Alternatives Program Grant:* Mr. Snook made a motion to accept the resolution as presented, seconded by Mr. Gallaway and the motion passed unanimously.

Jessica Hersh-Ballering reviewed the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) planning grant (*minute 15:30*) to create a Charlottesville Regional Multimodal Transportation Station Master Plan for Charlottesville Union Station.

Motion/Action: *Review and Acceptance of the Resolution for the Grant:* Mr. Snook made a motion to accept the resolution as presented, seconded by Mr. Gallaway and the motion passed unanimously.

5. PUBLIC PARTICIPATION PLAN UPDATES (MINUTE 19:50)

Lucinda Shannon reviewed the prepared updates to the Public Participation Plan for initial consideration. The name has been changed to “MPO Engagement Plan.” It is currently listed on the TJPDC website for comments (<https://campo.tjpd.org/wp-content/uploads/2020-Public-Participation-Plan-Public-Draft-7-24-20sm.pdf>) If there are any questions or comments, please forward them to Sandy Shackelford or Lucinda Shannon via email. There will be public hearing and vote scheduled for July 28, 2021.

6. SMART SCALE ROUND 5 APPLICATION REVIEW OF POTENTIAL PROJECTS (MINUTE 25:15)

Ms. Shackelford reviewed the list of the potential projects that are being considered for Round 5 of the Smart Scale process.

7. VDOT PROJECT PIPELINE INITIATIVES (MINUTE 1:12:12)

Mr. Proctor discussed VDOT initiatives to develop a project pipeline to continue to identify projects for funding applications from the VTRANS process. He said they identified Pantops/250 from the end of Hansen’s Road east to the interchange. That would complete that area they have been working on for the last several rounds of Smart Scale. They also identified the 250 and 22 intersection in Shadwell and the 250 and 729 intersection just adjacent to it. VDOT feels those locations need to be studied. These may be projects that the TJPDC is requested to submit for the next Smart Scale round.

8. ELECTRIC VEHICLE CHARGING STATION NEEDS ASSESSMENT (MINUTE 1:15:16)

Ms. Shannon presented the research TJPDC staff conducted on the need for Electric Vehicle (EV) charging stations in the region, including recommendations to better support adoption of personal EVs.

9. STAFF UPDATES (MINUTE 1:29:53)

Ms. Shannon provided the Board with TIP adjustments. The adjustments were administrative and no action was required.

Ms. Londrey reported that John Lynch has moved to Northern Virginia’s VDOT location. Michelle Shropshire will continue to serve in the interim until a new District Engineer is named. Ms. Londrey will be the voting member on the Policy Board and Ms. Shropshire will be the alternate for now.

10. ADDITIONAL MATTERS FROM THE PUBLIC (MINUTE 1:37:06)

Ms. Lee Kondor said he would be happy to provide more information on the Hydraulic/29 flyover project discussed earlier in the Smart Scale portion of the meeting. He shares Mr. Snook’s concern that there is a lot of money being spent that may have very little effect on easing congestion.

The next meeting date is scheduled for July 28th from 4 – 6 p.m.

ADJOURNMENT: Mr. Payne adjourned the meeting at 5:43 p.m.

Committee materials and meeting recording may be found at

<https://campo.tjpd.org/committees/policy-board/>

Memorandum

To: MPO Committee Members
From: Lucinda Shannon, Senior Planner
Date: July 28, 2021
Reference: CA-MPO Engagement Plan

Purpose:

MPOs are required to comply with federal regulations to ensure that the MPO has an adequate process to involve interested or affected individuals, organizations, and government entities when developing and adopting MPO planning documents. The *CA-MPO Engagement Plan* is the document the Charlottesville-Albemarle MPO uses to communicate the strategies that will be utilized to satisfy those requirements.

This plan is intended to provide as much flexibility as possible in meeting the requirements established in the federal regulations. The TJPDC as an organization, which includes the MPO operations, is committed to exceeding the minimum requirements and developing meaningful engagement opportunities, considering the diversity of needs and preferences throughout the MPO area.

Background:

In 2020 the *Public Participation Plan* was updated and there were some substantial changes requested by MPO committees and the public. The draft of the 2021 *CA-MPO Public Engagement Plan* included in your packets reflects the recommended changes. This is an opportunity for the MPO committees to review the plan and provide feedback. The federal regulations require that there be a 45-day public comment period prior to any significant changes to the plan being made. The MPO CTAC committee reviewed the engagement plan in their March 17th meeting and after staff updated the plan based on the feedback received, the public comment period opened on April 17th. The plan and notice for comment was posted on the TJPDC and MPO websites and social media accounts and shared with the MPO localities for their public notices.

Recommendation:

At this time, MPO committees have reviewed the engagement plan and provide comments to staff, recommendations are incorporated into the plan. The Policy Board will host a public hearing during this July meeting and vote to adopt the plan or ask staff to make additional updates.

If there are any questions or comments, please contact Lucinda Shannon at ls Shannon@tjpd.org.



CA-MPO ENGAGEMENT PLAN

Charlottesville Albemarle Metropolitan Planning
Organization

ABSTRACT

The engagement plan outlines the process and activities the Charlottesville Albemarle Metropolitan Planning Organization (CA-MPO) uses to create opportunities for effective participation, communication, and consultation with all parties interested in the development, adoption, and amendment of its transportation plans and projects.

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First Adopted:

- August 12, 2002

Revised:

- February 14, 2005
- June 20, 2007
- April 22, 2009
- January 23, 2013
- September 28, 2016
- September 23, 2020
- July __, 2021

Federal "Title VI/Nondiscrimination" Protections

The Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO) operates its programs, services, and activities in compliance with federal nondiscrimination laws including Title VI of the Civil Rights Act of 1964 (Title VI), the Civil Rights Restoration Act of 1987, and related statutes and regulations. Title VI prohibits discrimination in federally assisted programs and requires that no person in the United States of America shall, on the grounds of race, color, or national origin (including limited English proficiency), be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal assistance. Related federal nondiscrimination laws administered by the Federal Highway Administration, the Federal Transit Administration, or both prohibit discrimination on the basis of age, sex, and disability. These protected categories are contemplated within the CA-MPO's Title VI Programs consistent with federal interpretation and administration. Additionally, the CA-MPO provides meaningful access to its programs, services, and activities to individuals with limited English proficiency, in compliance with US Department of Transportation policy and guidance on federal Executive Order 13166.

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Introduction

The engagement plan is the process by which an organization involves interested or affected individuals, organizations, and government entities during the planning process.

The engagement plan documents the process and activities the Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO) uses to create opportunities for effective participation, communication, and consultation with all parties interested in the development, adoption, and amendment of its transportation plans and projects including the Long Range Transportation Plan (LRTP), the Transportation Improvement Program (TIP), the Unified Planning and Work Program (UPWP) and other CA-MPO transportation studies.

Additionally, this plan specifies the following:

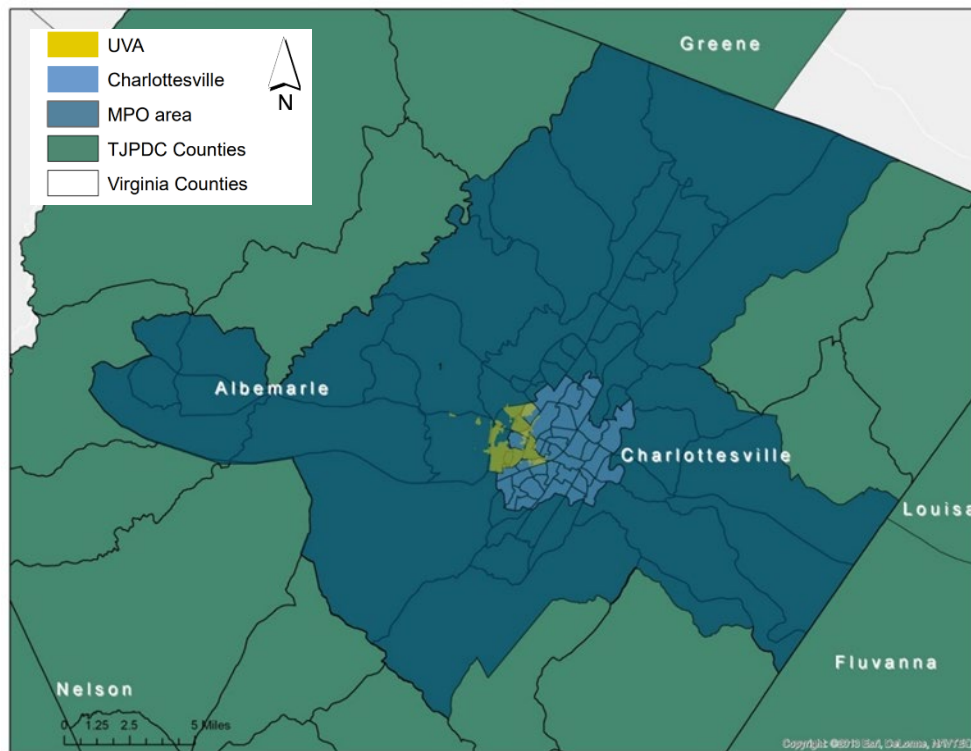
- CA-MPO plans and projects will include an engagement component;
- Legal requirements for public involvement will be met or exceeded;
- Official meetings of the CA-MPO will be open to the public and include opportunities for public comment at the beginning and end of the meeting;
- A public comment period of 45 calendar days will be provided prior to the adoption of this engagement plan and/or any significant amendment to the process; and
- The engagement plan will be reviewed and revised or amended as needed, in consultation with the interested or affected individuals, organizations, and government entities, and with the review of the CA-MPO committees.

What is the CA-MPO

An MPO, or Metropolitan Planning Organization, is an organization comprised of representatives and policymakers from an urbanized area's local governments dedicated to the coordination of transportation planning and policy development within its geographical boundaries.

Federal regulations require that MPOs be designated for urbanized areas with populations of more than 50,000 to provide comprehensive, cooperative, and continuing transportation planning. The boundary of an MPO is based upon U.S Census populations and is determined by an agreement between the MPO and the Governor. The current boundaries of the Charlottesville-Albemarle MPO contain all the city of Charlottesville and the urbanized portions of Albemarle County. The Map in Figure 1 shows the area included in the CA-MPO.

Figure 1: Map of the CA-MPO Service Area



The governing body of the CA-MPO is the Policy Board, which has decision-making authority. The CA-MPO also has two standing committees: (1) the Technical Committee made up of technically qualified staff from the local governments, state agencies, area transit providers, the University of Virginia, and Planning Commissioners; and (2) the Citizens Transportation Advisory Committee made up of citizen representatives from within the MPO boundaries with appointments made by each of the member localities as well as the Policy Board.

What Does the CA-MPO Do?

The primary purpose of an MPO is to ensure that the region is compliant with federal transportation and planning statutes, as well as facilitate a coordinated and collaborative process for decision-making concerning the present and future transportation goals of a region.

The core functions of an MPO are to:

- Create and maintain a Long Range Transportation Plan (LRTP), which is a federally-mandated plan that outlines a region's transportation goals over the next 20 years
- Create and maintain a Transportation Improvement Program (TIP), which outlines scheduled spending of transportation funds within the region over a period of 4 years
- Coordinate transportation planning efforts and prioritize transportation improvement needs throughout the region considering financial, political, and environmental constraints

The CA-MPO and Thomas Jefferson Planning District Commission (TJPDC) can also work on special transportation projects like road improvements, transit operations, corridor plans, and bike and pedestrian planning.

For example, the TJPDC, which also staffs the CA-MPO, produced the **Jefferson Area Bike and Pedestrian Plan** to identify and prioritize bike and pedestrian infrastructure needs in the TJPDC region. The plan is the culmination of more than two years of work and an extensive community engagement process made possible by a grant from the Charlottesville Area Community Foundation and assistance from the Piedmont Environmental Council. The plan seeks to encourage implementation by providing a focused list of regionally-significant bicycle and pedestrian projects that enhance regional connectivity and provide routes connecting the region's important residential and economic centers. The urban areas in the City of Charlottesville and Albemarle County are emphasized. Recommendations are also provided for towns, development areas, and rural areas in Albemarle, Greene, Louisa, Nelson and Fluvanna Counties. The City of Charlottesville also hosts a voluntary advisory Bicycle & Pedestrian Advisory Committee dedicated to improving bicycle and pedestrian facility design and safety for all road users.

Some MPOs are more involved in transit planning, freight, and rail and even aviation planning. The CA-MPO could expand to those areas if a need arises in the future.

CA-MPO's Role in Transportation Planning

The ability to travel throughout the region affects the safety and quality of life for everyone in the community. The CA-MPO provides an independent cooperative forum for regional planning in collaboration with state, local government, transit agency, and university planning partners on select transportation plans and projects. Transportation planning is the first step of a multi-year process to design, fund, purchase land for, and ultimately construct transportation projects. The CA-MPO is one of many agencies involved in the development and maintenance of transportation infrastructure.

The CA-MPO's main responsibilities are maintaining a list of funded transportation projects called the Transportation Improvement Program (TIP) and generating a Long Range Transportation Plan (LRTP). The LRTP, updated every 5 years, outlines the region's priority transportation improvements over the next 20 years. Regional transportation projects must be included in the LRTP to qualify for federal funding. The LRTP exists to provide guidance on current transportation conditions and prioritizes future transportation improvement projects based on estimated funding sources. The state and localities choose which of these projects will be funded and how they will be implemented.

Partnerships

The CA-MPO collaborates with the City of Charlottesville and Albemarle County to coordinate transportation planning and prioritize projects throughout the CA-MPO region.

The **Virginia Department of Transportation and the Department of Rail and Public Transportation** both support the efforts of the MPO by providing programming oversight, ensuring that the MPO meets all of the state and federal requirements, and providing technical support as needed.

The majority of the funding for MPO operations comes from the **Federal Highway Administration and Federal Transit Administration**. Both agencies have non-voting members represented on the MPO Policy Board.

Public transportation for the MPO area is provided by Charlottesville Area Transit (CAT), run by the City of Charlottesville. JAUNT, contracts with the city and county to provide specialized public transportation services to the City of Charlottesville, Albemarle County, Buckingham County, Fluvanna County, Louisa County, and Nelson County. JAUNT works to coordinate transit services with human services agencies, ensuring access to transportation services. Both transit agencies have Transit Development Plans available for public review and comment. The CA-MPO staffs the Regional Transportation Partnership (RTP) to facilitate regional transit coordination in the Thomas Jefferson Planning District region.

The **University of Virginia** operates the University Transit Service (UTS) which provides fare-free transit service to UVA students, faculty, and staff between UVA facilities and around the main campus. UVA is represented on the CA-MPO Technical Committee and as a non-voting member of the CA-MPO Policy Board.

The **Regional Transit Partnership (RTP)** is an official advisory board, created by the City of Charlottesville, Albemarle County, and JAUNT, in Partnership with the Virginia Department of Rail and Public Transportation to provide recommendations to decision-makers on transit-related matters. While being part of the RTP from its inception, UVA was added as a voting member in 2019. The RTP is not a formal committee of the CA-MPO, but the RTP's Memorandum of Understanding states that funding for the RTP will be a regular item in the CA-MPO's Unified Planning Work Program.

CA-MPO's Engagement Goals and Strategies

It is the policy of the CA-MPO to facilitate engagement through open access to the transportation planning process for all stakeholders. To the extent possible by law and budget constraints, planning processes will be inclusive of and accessible to interested or affected individuals, organizations, and government entities well as to other regional stakeholders.

The CA-MPO is committed to developing an engagement process based on the following principles:

- Transparency
- Coordination
- Responsiveness
- Inclusiveness

The CA-MPO recognizes that not all citizens and groups have been represented in past planning processes. It aspires to actively engage and represent historically underserved populations in the planning process through effective engagement activities, making information accessible and understandable to a broad range of stakeholders considering those who may experience barriers to participation.

CA-MPO will use the following steps/goals to approach engagement. For engagement to be effective, effort must be taken to provide interested parties with contextual educational materials and listen to the resulting feedback. CA-MPO strives to make its engagement process accessible and satisfactory for all parties.

CA-MPO's Public Engagement Goals

- 1) Create thoughtful opportunities to engage all affected parties in MPO planning projects
- 2) Provide information and education about the MPO's transportation planning activities
- 3) Listen and respond to public feedback on MPO activities

Each goal is defined in this following section with associated strategies to engage interested or affected individuals, organizations, and government entities.

ONE: Create thoughtful opportunities to engage all affected parties in MPO planning projects

The CA-MPO will provide robust, appropriate opportunities for all members of the community to participate in its planning processes. This will include outreach to affected parties who are not easily engaged because of their race, location, age, ability, and/or limited resources.

The CA-MPO will strive to utilize a variety of strategies to promote engagement including the following as appropriate for the project/plan:

- 1) CA-MPO Committees
 - Utilize CTAC and MPO Tech committees to facilitate public and partner engagement
- 2) Public Meetings
 - Involve the public earlier in the planning process
 - Host public meetings at accessible times and locations
 - Use a variety of formats to present technical information to include tables, charts, graphs, maps, and other visual elements in addition to verbal and written explanations
 - Utilize and maintain an email list of interested parties to share information about public meetings and CA-MPO projects
- 3) Engage Historically Underserved Populations
 - Offer interpretive services at public meetings and events (with advanced notice)
 - Host events in locations welcoming to historically underserved communities
 - Partner with organizations that serve historically underserved communities
- 4) Utilize technology in a strategic manner to reach affected parties

- Employ digital surveys, interactive maps, and other tools to make engagement convenient
 - Use social media to solicit feedback on planning activities
 - Host streamed and/or recorded public meetings on the CA-MPO website
 - Solicit comments using email and partner electronic news sources
- 5) Public Comments
- Allow for public comments at the beginning and end of all MPO public meetings
 - Offer periods for review and comment before adopting planning and process documents
 - Provide staff point-of-contact information for the public to submit feedback or ask questions in a variety of ways including in person, through email, through paper mail, and on the phone

TWO: Provide information and education about the MPO's transportation planning activities

Understanding the transportation planning process is key to making effective contributions to transportation projects and plans. The CA-MPO will seek new and effective ways to educate interested or affected parties on transportation planning, regulations, and best practices. Some of the strategies the CA-MPO may use to inform and educate interested parties about the transportation planning process include the following.

- 1) Media engagement
 - Publish notices and press releases with a variety of regional media outlets
 - Utilize local radio and podcasts to promote engagement activities
 - Partner with other agencies to disseminate information
 - Share engagement opportunities and project information on social media platforms
- 2) Notice of meetings and events
 - Utilize a stakeholder email distribution list to provide notice of meetings and materials
 - Post agenda and materials on the CA-MPO website when sent to committee members
 - Share meeting notices with partner agencies for dissemination to their audiences, including neighborhood associations and local organizations
 - Use email, website, and social media to advertise public meetings
- 3) Website and visual designs
 - Utilize the MPO website to share information about MPO projects and process documents
 - Post public meeting times, locations, and agenda packets on the website
 - Provide educational information and MPO Process documents for viewing or download on the website

THREE: Listen and respond to feedback on MPO activities

Effective engagement requires empowering interested or affected individuals, organizations, and government entities with easily understandable information and listening and responding to comments and feedback. This is especially important for plans and processes that may have impacts for historically underserved communities or populations. When developing transportation plans for areas where historically underserved populations are likely to be impacted, the MPO will communicate with interested parties and leaders in the community to hear what they want in their neighborhood. Some strategies that the MPO will employ to engage, consider, and respond to feedback include the following.

- 1) Be accessible
 - a. Staff will be available to meet with stakeholders, partners, and historically underserved communities in settings and times that are convenient to the stakeholders, partners, and historically underserved communities
 - b. Staff will be available during normal business hours to respond to questions and comments
 - c. Public comments will be collected in appropriate and accessible formats—via, mail, email, phone, in person, and during meetings
- 2) Be responsive
 - a. Public feedback on plans will be made available to the public, stakeholders, and decision makers
- 3) Be considerate
 - a. The MPO values its partnerships and will continue to prioritize collaboration among regional stakeholders
 - b. Demonstrate explicit consideration and response to public input received during planning and development processes

Opportunities for Engagement

This section first outlines the planning document that the CA-MPO produces and updates and how interested or affected individuals, organizations, and government entities can engage during the planning process. Then, next this section describes tools the CA-MPO uses to engage interested parties.

CA-MPO Plans and Document

All residents of the CA-MPO area are entitled to engage with the transportation planning process. The MPO's main activities include developing the Long Range Transportation Plan (LRTP) and the Transportation Improvement Program (TIP). Both documents provide clear avenues for public engagement during the development process. The table below lists the CA-MPO process documents and how the public can find information and engage with the development of these transportation planning documents. Following the table, are descriptions of each document and how they interact with the CA-MPO community.

MPO Planning Documents and Engagement Process			
<i>Document</i>	<i>How often updated</i>	<i>Comment Period for Approval/Amendment</i>	<i>How to engage</i>
Long Range Transportation Plan (LRTP)	Every 5 years	Approval 30 days Amendment 15 days	Public events, submit comments, public hearing, MPO committee meetings, email notices
Transportation Improvement Program (TIP)	Every 4 years	Approval 30 days Amendment 15 days	Public hearing, submit comments, MPO committee meetings, email notices
Unified Planning Work Program (UPWP)	Annually	Approval 15 days	MPO committee meetings, submit comments, email notices
CA-MPO Engagement Plan	Periodic review	Approval 45 days Amendment 45 days	MPO committee meetings, submit comments, email notices
Title VI Plan	Every 3 years	Approval 15 days	MPO committee meetings, submit comments, email notices
Other studies and plans, Bicycle and Pedestrian Plan, corridor studies, and area plans	As needed	Approval 15 days	MPO committee meetings, submit comments, email notices

Long Range Transportation Plan (LRTP)

The Long Range Transportation Plan (LRTP) is a federally-mandated plan that outlines the region's priority transportation improvements over the next 20 years and beyond. Regional transportation projects must be included in a Metropolitan Planning Organization (MPO)'s LRTP to qualify for federal funding. The LRTP provides guidance on current transportation conditions and attempts to project what projects and monies will be needed in the future.

The LRTP provides for extensive public engagement. The CA-MPO engages the public and stakeholders in developing goals and objectives for area transportation systems and creating performance criteria used to select projects to submit for funding. The CA-MPO works closely with VDOT to identify transportation deficiencies, develop a project list, evaluate the projects, and develop a constrained project list based on available funding.

During the LRTP planning process project proposals are submitted to the CA-MPO and judged upon the criteria created for the LRTP that highlights priorities for the future. The LRTP is adopted by the CA-MPO Policy Board after public hearings and presentation of the final plan. Public hearings, along with technical committees of the MPO and other stakeholder input, help shape the direction of the plan.

Transportation Improvement Program (TIP)

The Transportation Improvement Program (TIP) reflects the goals and values of the LRTP. The TIP is, in essence, the realization of the LRTP, because it establishes the projects that have funds allocated and creates a schedule for completion.

The TIP is connected to the Statewide Transportation Improvement Program (STIP), Virginia's federally required four-year program that identifies the transportation projects (highway, passenger rail, freight, public transit, bicycle and pedestrian) that will utilize federal transportation funding or require approval from either the Federal Highway Administration (FHWA) or Federal Transit Administration (FTA). Virginia provides many opportunities for the public to provide input on transportation projects and priorities as part of the continuing transportation planning process for the development of the STIP and the state required Six-Year Improvement Program.

The TIP informs the CA-MPO partners and the public of the state's planned spending of federal transportation funds in the MPO, in coordination with significant state and local funds for four consecutive fiscal years. The goal of the TIP is to provide a clear picture of upcoming transportation improvements in an MPO's area, how much they will cost, and an estimate of how long they will take to complete.

The TIP is updated every 4 years, the MPO Technical Committee will reviewing the plan and the MPO Policy Board must hold a public hearing to adopt the plan. The MPO Technical Committee holds a discussion of the TIP and makes a recommendation on action to the MPO Policy Board. The public can attend and comment at the MPO Technical Committee meeting and also during the MPO Policy Board's public hearing.

Unified Planning Work Program (UPWP)

The Unified Planning Work Program (UPWP) is a formal presentation of the transportation planning projects that will be undertaken by an MPO for a designated fiscal year. The UPWP serves as a mechanism for the MPO to plan the money that it receives from federal and state sources—it can go towards project research, committee management, or other responsibilities of the MPO.

Federal law dictates that work programs identified in the UPWP must incorporate one or more of eight basic planning factors in order to be included. These factors include safety, security, and connectivity, and generally represent most or all of an MPO's planning goals. The MPO, after considering these factors, will then formulate its own set of planning priorities after input from staff, transportation stakeholders, local governments, and the general public, and use these priorities to guide and formulate projects. Long term transportation planning efforts, like the Long Range Transportation Plan developed by an MPO, will also guide and prioritize projects.

The UPWP reflects the priorities of an MPO in terms of its desired transportation planning, but also provides a detailed list of projects, their associated costs and timelines for completion, as well as end products and deliverables. In addition to its critical function, accounting for the expenditure of federal funds which make up the majority of the MPO's budget, it serves as a way to communicate the MPO's priorities to associated localities and residents and ensure that the work that will be completed throughout the year is in line with the goals and vision of the region.

The UPWP is prepared by the CA-MPO to support transportation and planning priorities that have been determined by the CA-MPO Policy Board with opportunities for input from its member localities, other state agencies, and the public. These priorities are reflected in the long range transportation planning process and broader transportation goals and vision.

CA-MPO Engagement Plan

The Charlottesville Albemarle Metropolitan Planning Organization Engagement Plan is a federally required document demonstrating how the CA-MPO will engage interested or affected individuals, organizations, and government entities during the planning process. This plan outlines the CA-MPO's engagement goals and illustrates opportunities for engagement. The CA-MPO is committed to actively seeking out and engaging historically underserved communities, as demonstrated in the goals previously outlined in this document.

The engagement plan is periodically reviewed and updated as needed. In addition to opportunities to participate in the engagement plan update during MPO committee meetings, by submitting comments or contacting staff, there will be a 45-day public review period where the CA-MPO will actively seek out comments and engagement.

Title VI Plan

The CA-MPO's Title VI/Environmental Justice Plan outlines how the CA-MPO mitigates against and avoids inadvertently excluding low-income, minority, limited-English-speaking, disabled, and elderly populations in the planning process and in the development of planning documents. This plan will also include a procedure that allows members of these populations to submit grievances regarding perceived discriminatory actions.

The Title VI Plan is updated by the MPO every three years using population data from the US Census. It identifies populations that may be disproportionately disadvantaged from participating in transportation planning activities and plans to mitigate the disadvantages. In addition to opportunities to participate in the Title VI update during MPO committee meetings, by submitting comments or contacting staff, there will be a 15-day public review period where the CA-MPO will actively seek out comments and engage with organizations and community leaders representing any disproportionately disadvantaged populations identified.

Other Studies and Plans

In addition to the federally required planning documents outlined above, the CA-MPO offers additional opportunities for engagement with the Charlottesville-Albemarle community. The MPO works closely with state and local planning staff on additional transportation plans and studies. As each CA-MPO project is different, the approaches to engagement are tailored to

match the needs of the project. For example, in response to needs identified by the public and CA-MPO partners, the CA-MPO developed a more robust engagement process for selecting Smart Scale applications to submit for funding.

The most common funding sources that localities can apply for are Smart Scale, Revenue Sharing, and Transportation Alternatives. Localities, Metropolitan Planning Organizations, and Planning Commissions are the primary applicants for these transportation funding sources.

Smart Scale is a bi-annual state funding process that allocates funds to projects to help satisfy the state's long-range transportation plan, VTrans. There are many different types of projects that can be submitted for Smart Scale funding, including improvements to significant state transportation corridors, urban areas, and regional transportation networks. Localities, MPOs, and public transit agencies can submit requests for funding, and the state uses a criteria system that measures a project's effect on transportation system performance factors including congestion, economic development, and public safety to select projects for funding.

The CA-MPO can submit four applications to the Smart Scale process for funding. Typically, these project applications are submitted in coordination with the state on behalf of the localities the MPO represents. Smart Scale projects being considered for application through the MPO with high public interest will be selected for enhanced public participation, as funding allows. This will include public workshops and the collection and dissemination of comments. Public participation is encouraged throughout the Smart Scale project selection process for all the MPO applications. Committee meetings will review all the projects selected for application and the Policy Board also allows comments during their selection process.

CA-MPO Engagement Tools

The CA-MPO uses a variety of engagement tools based on the planning project or document and interested parties. Most of the CA-MPO's projects include collaboration with the state, local governments, and the public. Some planning documents, like the Long Range Transportation Plan, require extensive public engagement and the CA-MPO will employ multiple engagement strategies. The CA-MPO is always looking for new and creative ways to engage interested parties below are *some* of the tools that the CA-MPO uses.

CA-MPO Committees

Committees are the forums where issues are discussed and formal decisions are made. There are two standing committees, and the Policy Board. All committee meetings are open to the public and meeting schedules and records of past meetings are posted on the CA-MPO website and will be made available in alternative formats upon request.

Policy Board: Decision-making authority rests with the Policy Board, whose voting membership is made up of two members each from the Albemarle Board of Supervisors and Charlottesville City Council, and the District Engineer for the VDOT Culpeper District.

Technical Committee: The voting membership of the Technical Committee consists of individuals with technical knowledge in transportation and land use planning, and the voting

membership consists of representatives from local government staff and Planning Commissions, area transit providers, the University of Virginia, and state agencies.

Citizens Transportation Advisory Committee: Comprised of members of the Charlottesville-Albemarle community, the committee provides feedback, recommendations, and community input on transportation proposals to the Policy Board. The Citizens Transportation Advisory Committee is specifically convened to enhance public engagement and incorporate a broad range of community interests into the decision-making process. Each of the local government governing bodies and the Policy Board have a designated number of members to appoint to this committee.

Meeting agendas, materials, and notes for all these committees are available on the CA-MPO website and the public can request to be added to the stakeholder email list and have the meeting notices and materials emailed directly to them. Time is set aside during all the public meetings for public comments.

Website

The CA-MPO maintains a website where interested parties can access transportation planning documents, like the TIP and LRTP. Committee meeting dates, agendas, recordings, and notes are also available on the website.

Stakeholder Emails

Interested or affected individuals, organizations, and government entities can request to be added to a stakeholder email list for topics they are interested in. The website lists committees and other events that people might want to sign up to receive more information on.

Informational Presentations

The CA-MPO staff are available to visit agencies, neighborhoods, organizations, and government entities to share information and present on CA-MPO transportation planning projects that interest them, as funds allow. If the CA-MPO is conducting a transportation planning project in an area that affects a community, they will make efforts to connect with community leaders to share information and gather public comments, as funds allow.

Other Engagement Tools

The CA-MPO uses a variety of methods to engage interested or affected individuals, organizations, and government entities in their planning projects. Some of the tools the CA-MPO uses include:

- Surveys
- Video Recordings
- Information Booths/Kiosks
- Social Media
- Public hearings
- Public workshops and other events
- Attendance at community events with engagement materials

The CA-MPO uses surveys as a tool to gather public comments as appropriate. Many of the CA-MPO meetings are recorded and available to interested or affected individuals, organizations, and government entities on the CA-MPO website. To further engage with a diverse audience, the TJPDC maintains a Facebook page to periodically update page followers on topics of interest related to the TJPDC and the MPO. This format allows for information to easily be disseminated. CA-MPO staff is enthusiastic about including affected parties in planning projects and uses the most effective engagement innovations and strategies according to the needs of each project.

Outreach to Underserved Populations

The CA-MPO maintains a Title VI/Environmental Justice Plan to mitigate against and avoid inadvertently excluding low-income, minority, limited-English-speaking, disabled, and elderly populations in the transportation planning process and in the development of planning documents. That plan also includes contact information and procedures to allow members of these populations to submit grievances regarding perceived discriminatory actions. This plan is reviewed and updated periodically by the CA-MPO and VDOT.

The CA-MPO strives to ensure that its planning efforts are holistic and inclusive of all populations that are part of the regional community. Arrangements will be made for interpreters for hearing impaired individuals, and every effort will be made to ensure provision of interpreters for non-English speaking persons, provided a request is submitted at least one week before the meeting. For meetings conducted electronically, interpretation services may be provided through closed captioning options.

Every effort is made for public hearings, workshops, and forums to be scheduled at times and locations that are accessible and convenient. The CA-MPO works to include stakeholders in both the development and approval of planning documents like the TIP and LRTP. These efforts can vary depending on the type of plan. In the development of new plans MPO staff makes every effort to not only ensure that these plans consider the needs of minority and low-income populations, but also strives to include these populations in the development of these plans.

Appendices

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Appendix A: Glossary of Terms

The following transportation-related acronyms are used in this document:

ACCT	Alliance for Community Choice in Transportation
BRT	Bus Rapid Transit
CA-MPO	Charlottesville Albemarle Metropolitan Planning Organization
CAT	Charlottesville Area Transit
CTAC	Citizen's Transportation Advisory Committee
DRPT	Virginia Department of Rail and Public Transportation
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
FY	Fiscal Year (refers to the state fiscal year July 1 – June 30)
GIS	Geographic Information System (mapping)
IS	Regional transit service provider to Charlottesville City, and Albemarle, Fluvanna, Louisa, Nelson, Greene, and Buckingham Counties
L RTP	Long Range Transportation Plan. Refers to the 20-year transportation plan.
LRT	Light Rail Transit
MAP-21	Moving Ahead for Progress in the 21 st Century
MPO	Metropolitan Planning Organization
PL	FHWA Planning Funding (used by MPO)
PPP	Public Participation Plan
RideShare	Free Carpool matching service for Charlottesville City, and Albemarle, Fluvanna, Louisa, Nelson, and Greene Counties
RTP	Regional Transit Partnership
SAFETEA-LU	Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (legislation governing the metropolitan planning process)
SOV	Single Occupant Vehicle
SPR	FHWA State Planning and Research Funding (used by VDOT to support MPO)
TDP	Transit Development Plan (for CTS and JAUNT)
TIP	Transportation Improvement Program
TJPDC	Thomas Jefferson Planning District Commission
TMPD	VDOT Transportation and Mobility Planning Division
UPWP	Unified Planning and Work Program (also referred to as Work Program)
UTS	University Transit Service
UVA	University of Virginia
VDOT	Virginia Department of Transportation

Appendix B: Comments and Responses Collected for this Engagement Plan

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Appendix C: Title VI and Non-Discrimination

The Charlottesville Albemarle Metropolitan Planning Organization (CA-MPO) fully complies with Title VI of the Civil Rights Act of 1964 and related statutes, executive orders, and regulations in all programs and activities. The CA-MPO operates without regard to race, color, national origin, income, gender, age, and disability. Any person who believes him/herself or any specific class of persons, to be subjected to discrimination prohibited by Title VI may by him/herself or by representative file a written complaint with the CA-MPO Title VI Coordinator. A complaint must be filed no later than 180 days after the date of the alleged discrimination. Please contact the Title VI Coordinator via phone at 434-979-7310 for more information. The CA-MPO meetings are conducted in accessible locations and materials can be provided in accessible formats and in languages other than English. If you would like accessibility or language accommodation, please contact the Title VI Coordinator at 434-979-7310. If you wish to attend a CA-MPO function and require special accommodations, please give CA-MPO one week's notice in advance.

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Appendix D: Resolution of Adoption

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MEMO

To: CA-MPO Policy Board

From: Sandy Shackelford, Director of Planning and Transportation

Date: July 14, 2021

Re: Remote Electronic Participation in Meetings Policy

Purpose:

To consider adoption of a policy allowing CA-MPO Policy Board members to participate in meetings by electronic communication means.

Background:

The Virginia Freedom of Information Act, at § 2.2-3708.2 of the *Code of Virginia*, permits individual members of a public body to participate in a public meeting through electronic participation. Such participation is authorized only if the public body has adopted a written policy allowing for and governing participation of its members by electronic communication means, including an approval process for such participation. The CA-MPO Policy Board has been able to hold its meetings during a declared state of emergency without having an enabling policy. However, the CA-MPO Policy Board has not adopted a policy, as enabled in 2018, to authorize remote participation by individual members at meetings when a quorum is physically assembled outside of the declared state of emergency.

The Remote Electronic Participation in Meetings Policy will allow CA-MPO Policy Board members options to continue to participate in meetings electronically under specified conditions once the state of emergency is lifted. The language in the proposed policy has been drafted in conformance with the state code.

Recommendation: Staff recommends that the CA-MPO adopt the attached policy, titled Remote Electronic Participation, as authorized by subsection C of § 2.2-3708.2 of the *Code of Virginia*.

REMOTE ELECTRONIC PARTICIPATION

This purpose of this policy is to provide for the Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO) Policy Board to permit a member to participate in a Policy Board meeting through electronic communication means from a remote location, provided that:

A. Notification of Inability to Attend Because of Personal Matter, Disability, Medical Condition or Location.

On or before the day of the meeting, the member shall notify the Chair that he or she is unable to attend the meeting due to a personal matter; a temporary or permanent disability or other medical condition that prevents physical attendance; that a family member's medical condition requires the member to provide care for such family member; or that that such member's principal residence is more than 60 miles from the meeting location identified in the required notice for such meeting. The member must identify with specificity the nature of the personal matter.

B. Quorum Physically Assembled; Approval of Remote Electronic Participation.

A quorum of the Policy Board must be physically assembled at the primary or central meeting location. The Policy Board members present must approve of the remote electronic participation; however, the decision shall be based solely on the criteria in Section A, without regard to the identity of the member or items that will be considered or voted on during the meeting.

C. Record of Action.

The Policy Board's minutes shall reflect the specific nature of the personal matter; the disability or medical condition; the fact that a family member's medical condition that required the member to provide care for such family member, thereby preventing their physical attendance; or that that such member's principal residence is more than 60 miles from the meeting location identified in the required notice for such meeting, as well as the remote location from which the absent member participated. If the absent member's remote participation is disapproved because participation would violate this policy, the disapproval shall be recorded in the Policy Board's minutes with specificity.

D. Audibility of Absent Member.

The Policy Board shall make arrangements for the voice of the absent member to be heard by all persons in attendance at the meeting location. If, for any reason, the voice of the absent member cannot reasonably be heard, the meeting may continue without the participation of the absent member.

E. Limitation on Remote Electronic Participation in Calendar Year.

Electronic participation by the absent member as provided in this policy shall not exceed two, or 25% of the meetings rounded up the next whole number, whichever is greater, Commission meetings in each calendar year.

(Authorized pursuant to *Code of Virginia* § 2.2-3708.2)

Memorandum

To: MPO Committee Members
From: Sandy Shackelford, Director of Planning & Transportation
Date: July 13, 2021
Reference: Smart Scale Round 5 Staff Recommendations

Purpose:

The MPO has been working to develop a new process to improve public engagement opportunities in its development of Smart Scale project applications. The framework that the MPO has established is to select up to two projects of regional interest that would benefit from additional public engagement and facilitate a process to refine the projects and prepare applications for Round 5 Smart Scale submissions.

Background:

CA-MPO has reviewed its process of identifying and selecting SMART SCALE projects to move forward in Round 5 with the MPO Committees in previous meeting. An overall schedule of project identification and preparation is included for your reference as we move through the selection process.

CA-MPO staff has continued to work with Albemarle County, Charlottesville City, and VDOT staff to develop suggested projects for consideration by the MPO committees and the Policy Board based on previous studies and plans that have been completed that they consider to be beneficial to both localities. In addition, another project was suggested by CTAC that was also added to the list of potential projects as reviewed in June.

Following the schedule and process that has been developed for the CA-MPO SMART SCALE project selection process, the MPO Technical Committee and CTAC will be asked to recommend the projects that will be prepared for SMART SCALE Round 5 applications, with CA-MPO staff supporting additional engagement for up to two of the recommended projects.

The list of potential projects that has been identified by staff for consideration by the MPO Policy Board **is as follows:**

- District Avenue Roundabout
- Hillsdale Avenue Extension
- Rivanna River Bike & Pedestrian Crossing
- Avon Street Corridor
- 5th Street Corridor

The project that was suggested by a CTAC member is a grade separated ramp between US 250 and US 29 with termini on 250 west of the intersection with US 29 and on US 29 near Seminole Court, referred to as the US 29/250 flyover.

Project slides are attached to this memo for reference and review.

Staff developed goals for the Round 5 process were to develop and submit SMART SCALE projects that:

- Will be competitive based on project costs and benefits;
- Have been vetted through a public process;
- Have demonstrated public support; and
- Are documented in existing plans/studies.

After reviewing each of the projects against the goals that staff had developed early in the process, staff is recommending moving forward with the following projects:

- District Avenue Roundabout
- Rivanna River Bike & Pedestrian Crossing (with additional engagement)
- Avon Street Corridor Multi-Modal Improvements: Extend bike and pedestrian infrastructure from Druid Avenue in Charlottesville to Avon Court Park and Ride in Albemarle
- 5th Street Corridor Intersection and Multi-Modal Improvements: Intersection improvements at 5th Street and 5th Street Station Parkway and extension of bike/pedestrian infrastructure to tie into recently approved Fifth Street Hubs and Trail project

Since the District Avenue roundabout, Avon Street Corridor, and 5th Street Corridor projects were all developed through a study that involved high levels of public engagement, staff is recommending that minimal engagement would be needed as part of the development of those applications. CA-MPO staff would plan to convene at least 1-2 meetings with a stakeholder group for each of these three projects as final applications are developed.

Staff is recommending additional support to develop an application for the Rivanna River Bike & Pedestrian Crossing that would include both technical support and additional public/stakeholder engagement. Staff recommend first exploring whether there are opportunities to further reduce the project costs, and then supporting the project through additional engagement as an application is prepared and submitted.

The Hillsdale South Extension project was not recommended to move forward due to the project expense. It is a project that is on the Constrained List in the Long Range Transportation Plan, but due to the project cost, it is unlikely to score competitively in SMART SCALE. The project could be considered for submission by the Thomas Jefferson Planning District Commission if their four project slots are not otherwise committed closer to the application deadline.

The US 29/250 flyover project was also not recommended to move forward due to a number of factors. A similar project was considered during the development of the Hydraulic Small Area Plan and was not moved forward as a recommendation during the development of that plan. This project has not been vetted through a public process, is not included as a recommendation in any local or regional plans, and the cost of the project makes it unlikely to score competitively through the SMART SCALE process.

Recommendation:

Staff requests a recommendation from the MPO Technical Committee and CTAC to the Policy Board regarding the projects that should be submitted for SMART SCALE Round 5. Additionally, staff requests a recommendation on which of the project(s) should receive additional support during the application development. Table 1 summarizes the staff recommendation.

Table 1. Summary of staff recommended projects.

Project	Cost estimate (in millions)	Public Process	Plan	Staff Recommendation	Additional Engagement
District Avenue Roundabout	\$8.4	Yes	Yes	Yes	Minimal
Hillsdale South Extension	\$34.3	Yes	Yes	No	
Rivanna River Bike/Ped Crossing	\$11.3 - \$15.3	Yes	Yes	Yes	Yes
Avon Street Corridor	TBD	Yes	Yes	Yes	Minimal
Fifth Street Corridor	TBD	Yes	Yes	Yes	Minimal
29/250 Flyover	\$50	No	No	No	

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

Table 2. Smart Scale Project Selection and Application Development Schedule

March 2021	Initial discussions about potential projects with MPO Committees.
April 2021 – May 2021	Receive requests for projects to be considered as Smart Scale applications from localities, CTAC, MPO Tech, and Regional Transit Partnership.
May 2021	Finalized list of projects requested for consideration from MPO committees and local governments will be presented to the MPO committees for initial review.
July 2021	CTAC and MPO Tech will make recommendations for up to two projects that should be selected for additional public engagement; the MPO Policy Board will select up to two projects that will move forward with additional public engagement.
September 2021	The Policy Board will appoint an advisory committee for each project that is selected as needing additional public engagement.
October 2021 – April 2022	MPO staff will facilitate public engagement process for selected projects.
February/March 2022	MPO staff will facilitate public workshops for all potential Smart Scale projects within the MPO region, coordinating with Charlottesville and Albemarle County.
April 2022	MPO staff will finalize project details with advisory committees based on additional public feedback received through the public workshops.
May 2022	Pre-application deadline.
June – July 2022	MPO staff will work with Charlottesville and Albemarle staff to coordinate requests for resolutions of support, economic development data, and any other supporting documentation needed for application submittals. MPO staff will coordinate with VDOT for any technical documentation that is needed for application submissions.
August 2022	Full application deadline.

Project options

District Avenue
Roundabout

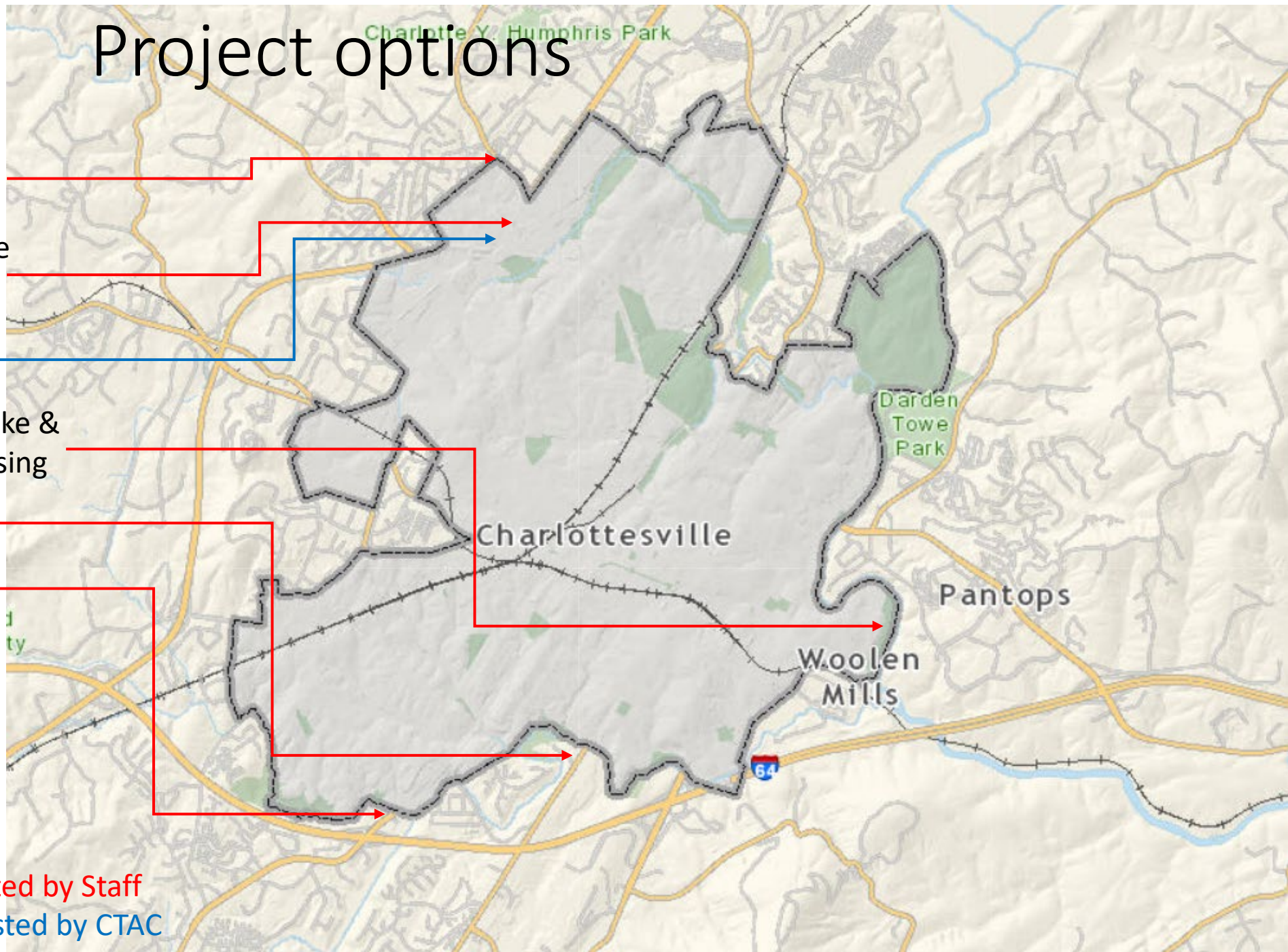
Hillsdale Avenue
Extension

US 29/250
Flyover

Rivanna River Bike &
Pedestrian Crossing

Avon Street

5th Street



RED – Suggested by Staff

BLUE – Suggested by CTAC

District Avenue Roundabout



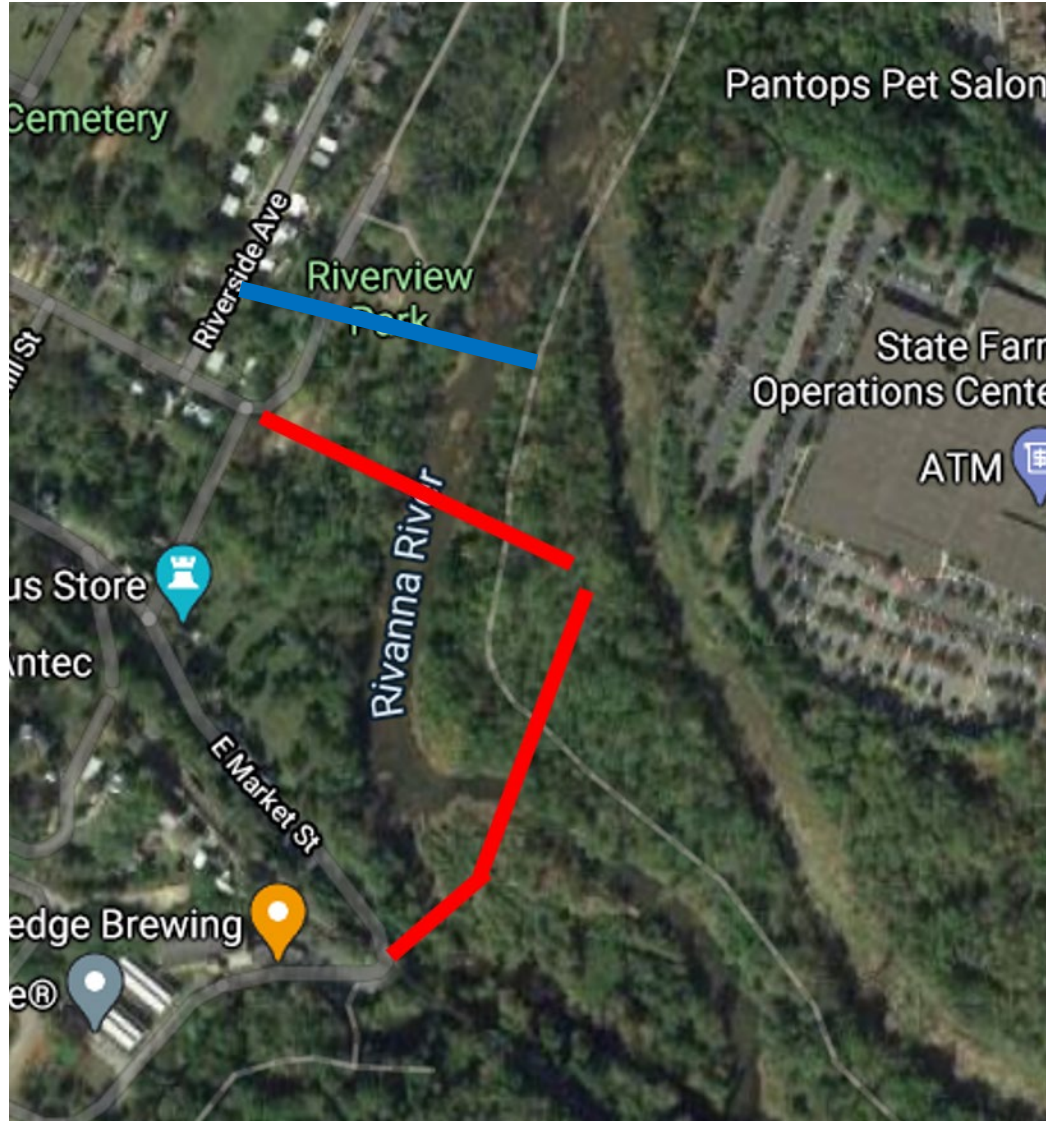
- \$8.4 million estimated cost as of LRTP
- Recommended in the Hydraulic/29 Small Area Plan and on the constrained list in the LRTP
- Staff recommended project
- Minimal engagement recommended by staff

Hillsdale Avenue Extension

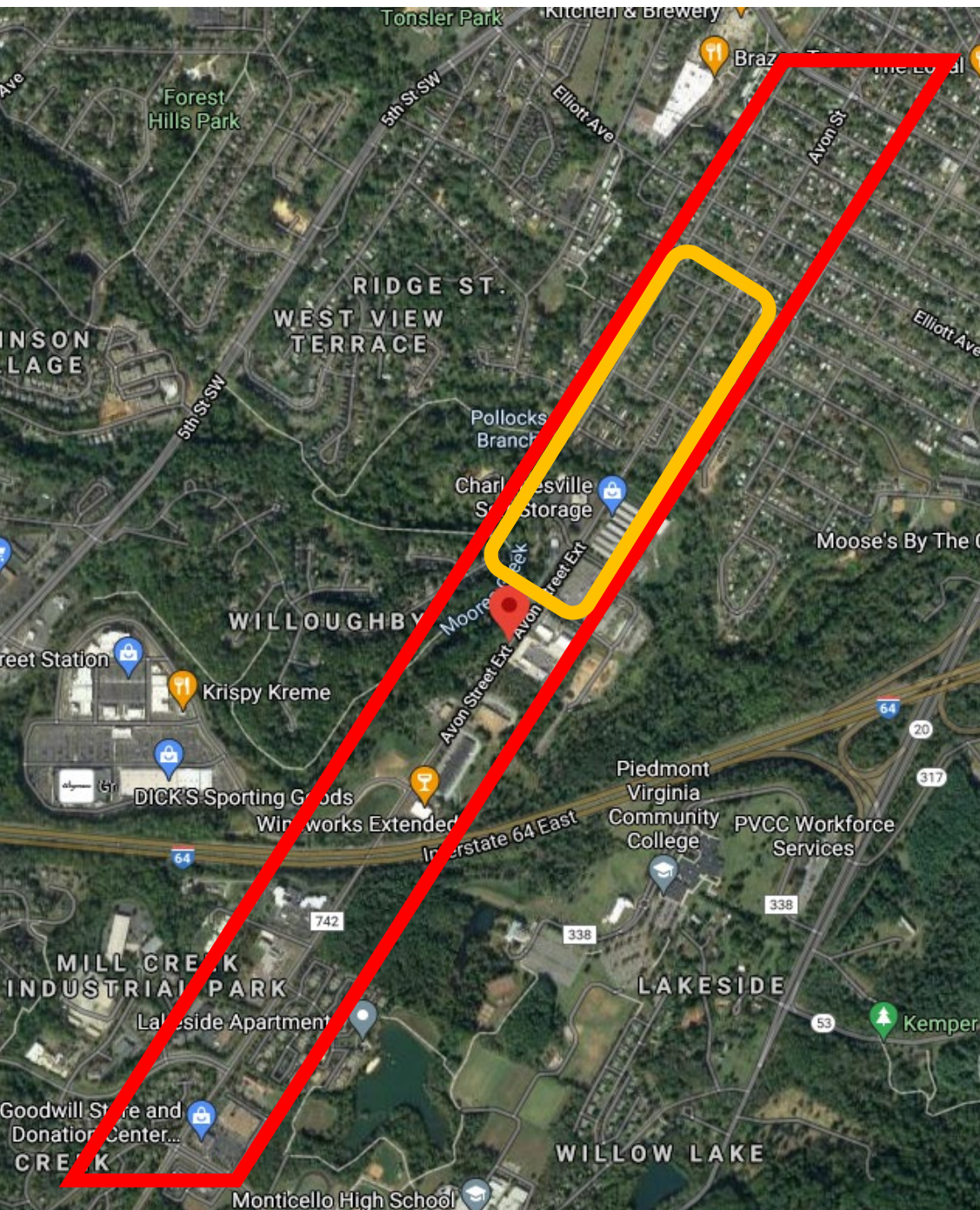


- \$34.3 million estimated cost based on Round 4 submission
- Recommended as part of the Hydraulic/29 Small Area Plan and on the LRTP Constrained List
- Submitted in SMART SCALE ROUND 4
- Not likely to score competitively due to project cost
- Not recommended for one of the CA-MPO's submissions
 - Could be submitted by TJPDC if there are available slots

Rivanna River Bike and Pedestrian Crossing



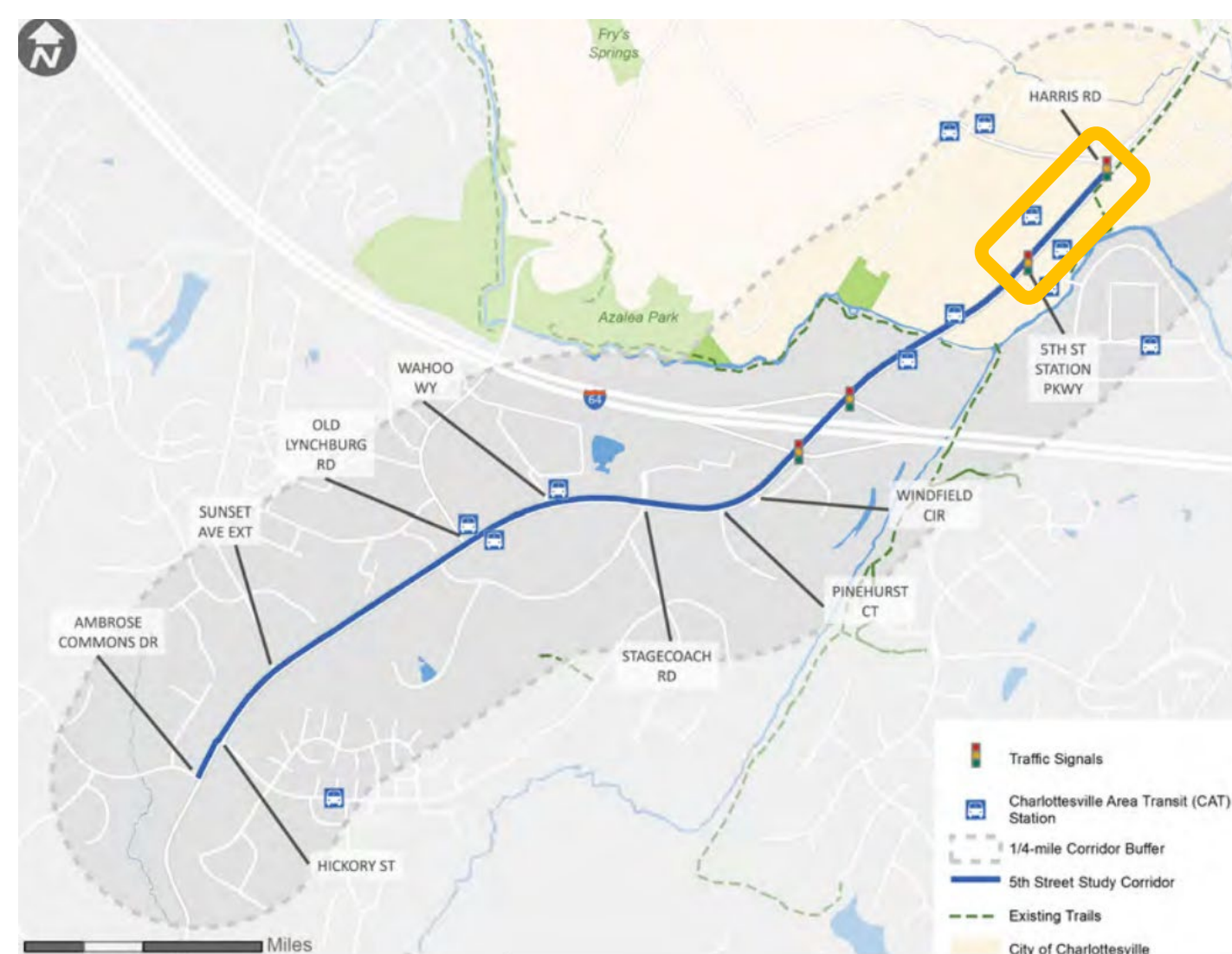
- \$11.3 million to \$15.3 million consultant-developed cost estimate
- Recommended in the CA-MPO's Long Range Transportation Plan, Jefferson Area Bike & Pedestrian Plan, Pantops Small Area Master Plan
- Feasibility study completed by VHB in 2020
- Two potential design options were developed for consideration (third option suggested by CTAC member)
- Staff recommended project
- Additional effort spent on reducing project cost and public engagement recommended by staff



Avon Street Multi-Modal Improvements

- Project costs TBD
- Avon Street RE(Vision) study completed for Albemarle County in 2020
- Bike and pedestrian facility needs identified in the Charlottesville Bicycle and Pedestrian Master Plan
- LRTP Vision List
- Staff recommends developing application for cohesive bike/ped infrastructure along Avon Road from Druid Avenue (City) to Avon Court Park and Ride (County)
- Minimal engagement recommended by staff

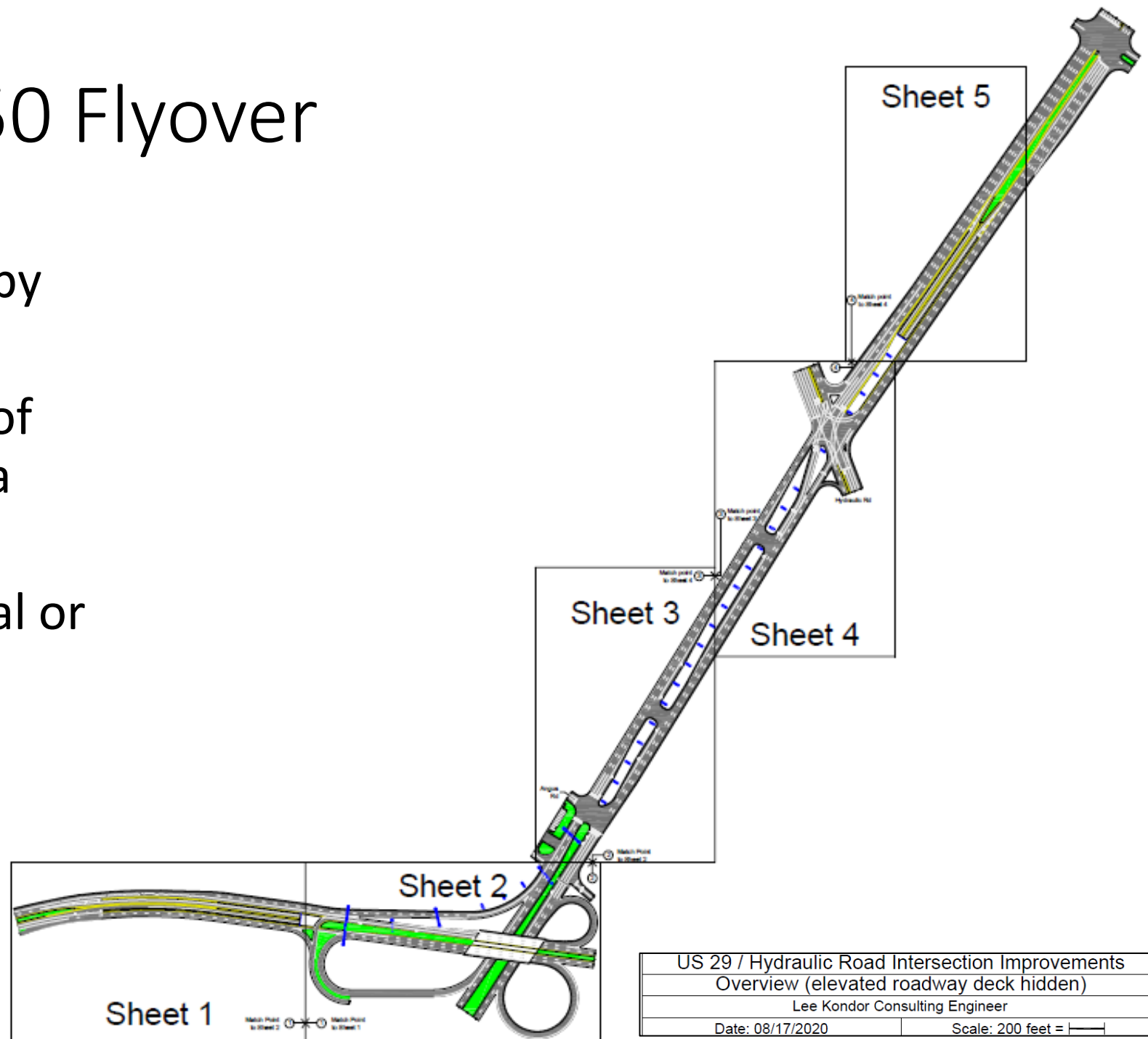
5th Street Multi-Modal Improvements



- Intersection improvements estimated at \$2.8; Bike/ped infrastructure costs TBD
- LRTP Vision List
- Corridor study completed by VDOT in January 2021
- Staff recommends developing application to address the 5th Street Station Parkway intersection and to extend bike/ped infrastructure from recently approved Fifth Street Hubs and Trail project north

US 29/250 Flyover

- \$50 million estimated cost by CTAC member
- Not recommended as part of the Hydraulic/29 Small Area Plan
- Not documented in any local or regional adopted plan
- Not likely to score competitively
- Not recommended by staff



Thomas Jefferson Planning District Commission FY-2022 RideShare Work Program

July 01, 2021 – June 30, 2022



Preface

Prepared on behalf of the Thomas Jefferson Planning District Commission, through a cooperative process involving Region 10's localities (Albemarle, Fluvanna, Greene, Louisa and Nelson counties and the City of Charlottesville), JAUNT, RideShare, and the Virginia Department of Rail and Public Transportation.

This scope of work has been prepared to outline the work program that will be undertaken within the scope of the RideShare funding that is allocated to the PDC. The scope of work includes operational expenses for managing the regional RideShare program, marketing, events, and time spent seeking other funding opportunities in support of the greater goals of RideShare. All activities included in the work program have to meet the Transportation Demand Management (TDM) Operating Assistance grant program requirements administered by DRPT.

The preparation of this program was financially aided through administrative funds from the FY21 Unified Planning Work Program.

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Introduction

Purpose and Objective

The CAPS Operating Assistance grant program (formerly known as the TDM Operating Assistance Grant) provides funding to support the operation of existing commuter assistance programs that serve the public, reduce single occupant vehicle trips, and increase carpool, vanpool, and transit use.

The goal of the CAPS Operating Assistance grant program is to mitigate traffic congestion, which is the elimination of single occupant vehicle (SOV) auto trips by shifting SOV trips to carpool, vanpool, and transit. The benefits of congestion mitigation are moving more people through the heavily traveled corridors without increasing the number of vehicles in those corridors, reducing pollution, conserving fuel, and saving money on commuting. CAPS Operating Assistance funds the general day-to-day operations of a commuter assistance program, including ride matching services, guaranteed ride home program, and marketing and promotion of ride matching and non-SOV travel modes.

Each year, the TJPDC applies for the CAPS Operating Assistance grant to continue operation of its RideShare program. In addition, an amount of funding the MPO receives from the Federal Highway Administration and Federal Transit Administration to support its Unified Planning Work Program (UPWP) is dedicated to supporting programs that are outside the scope of the CAPS Operating Assistance grant but still support the same goals of reducing single occupancy vehicle trips.

The CAPS Operating Assistance grant provides 80 percent funding and requires a 20 percent local match. The portion of the program funding that is supported through MPO funding sources provides 90 percent funding (80 percent federal and 10 percent state) and required a 10 percent local match.

In FY-2022 the PDC requested \$139,358 through the TDM Operating Assistance grant. The PDC will provide a local match of \$34,840 for a total program funding amount of \$174,198. In addition, the MPO's UPWP has allocated an additional \$8,500 for work supporting RideShare and TDM initiatives (\$9,000 through federal and state sources with a \$1,000 local match).

RideShare

The scope of work is established in the grant application and must comply with the DRPT grant application guidance manual, and the relevant scope of work outlined in the UPWP is approved by the MPO Policy Board.

Highlights of FY21

In FY21, the RideShare Program maintained focus on the traffic mitigation outcome, amid the COVID-19 pandemic. The program dedicated the majority of staff time and resources to Telework, which was at the request of DRPT staff. While TJPDC staff conducted its regular administration of the program and continued to provide ride-matching services, Guaranteed Ride Home services, and other TDM services to the region and its members, the following highlights the more substantive efforts.



TELEWORK!VA – As we began FY21 still in the midst of the pandemic, many non-essential workers were still remote working for safety. TJPDC and CSPDC staff have worked jointly to promote and highlight teleworking resources, including Telework!VA. The two PDCs have collaborated planning and conducting a webinar for Chamber members and regional businesses to understand why continuing telework after the pandemic is important. The two PDCs have also created common visuals and social media designs to create a cohesive message with DRPT throughout the Commonwealth. Staff was also the keynote speaker on Telework resources for the Better Business Challenge sponsored by C3. Staff also promoted Telework during March with DRPT’s annual program.

COMMUTE STORIES – Staff of the two PDCs wrote up profiles to highlight our own commuters and their commute stories. This was done as part of RideShare Week, since we couldn’t promote our normal try a new commute. We wanted to add a personal element to help foster connections during the pandemic and also showcase how our region was commuting during the pandemic.

TRANSIT APPRECIATION – In lieu of the traditional Transit Week that DRPT promotes, this year due to the pandemic, the state focused on transit safety and appreciation to the transit staff. RideShare promoted stories on local transit agencies that DRPT put together.

PROFESSIONAL DEVELOPMENT – Staff also participated in many learning opportunities through the Association of Commuter Transportation (ACT) virtual conference, tdm forum, webinars and virtual panel discussions. At the TDM Forum, Program Manager, Sara Pennington was awarded the honor of Top 40 Under 40. The program manager also began working towards the Commuter Choice Certificate, which is a two-year program through the Center for Urban Transportation Research (CUTR).

Fiscal Year 2022 Budget

The budget is broken down into two tables. The first being the allocation of costs related to staff utilization (including salaries, fringe benefits, and indirect costs), and the second being the additional operational costs that are accounted for in the TDM Operating Assistance grant request.

Staff Utilization			
	TDM	FTA	Total
1.0 Program Administration			
Coordinate budget and usage activity reports	\$ 14,000	\$ 2,000	\$ 16,000
MPO and PDC meeting participation	\$ 5,000	\$ 2,000	\$ 7,000
Database management and customer support	\$ 7,000	\$ -	\$ 7,000
Program coordination	\$ 12,000	\$ 1,000	\$ 13,000
Professional training	\$ 4,000	\$ -	\$ 4,000
2.0 Marketing and Outreach			
Participation in promotional events	\$ 41,205	\$ 2,500	\$ 43,705
Maintain on-line presence	\$ 6,000	\$ -	\$ 6,000
Advertise RideShare program	\$ 27,205	\$ -	\$ 27,205
Marketing Plan	\$ 11,000	\$ -	\$ 11,000
Explore other potential funding	\$ 2,000	\$ 1,000	\$ 3,000
TOTAL	\$ 129,410	\$ 8,500	\$ 137,910

Other Program Costs	
Communication Services	\$150
Advertising & Promotion Media	\$20,166
Dues & Subscriptions	\$2360
Education & Training	\$2,297
Guaranteed/Emergency Ride Trips	\$2,000
Printing & Reproduction	\$400
Vanpool Subsidy	\$500
Services & Maintenance Contracts	\$11,144
Supplies & Materials (Other)	\$271
Travel	\$5,500
TOTAL	\$44,788

FY2022 Scope of Work: This section of the Scope of Work details the administrative and programming tasks, staff responsibilities, and expected end products. The purpose of this work element is to facilitate awareness and utilization of resources available to support TDM efforts throughout the region. The cost allocations referenced in the following section just include staff utilization. The costs shown in the “Other Program Costs” table above have already been accounted for in the CAPS Operating Grant application.

Fiscal Year 2022 Activities by Task

FY 2022 – 1.0 Program Administration

The purpose of this task is to facilitate the daily operations of the RideShare program by meeting procedural requirements and incorporating RideShare programs into overall PDC and MPO transportation planning efforts.

Task 1.1 - Coordinate budget and usage activity reports

RideShare: \$14,000

FTA: \$2,000

DESCRIPTION OF ACTIVITIES:

Prepare monthly progress reports and invoices to be submitted for reimbursement. TJPDC staff will coordinate activities, develop reports to DRPT and VDOT, and prepare invoices for review by DRPT. Run reports on ridership based on information culminated from user reporting platforms and park and ride lot inventories.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Submit 12 monthly reports and invoices to DRPT
- Submit 12 monthly MPO reports
- Submit an annual report for FY21.
- Submit quarterly report for TJPDC
- Quarterly inventories of park and ride lots.
- Regular reports on member-reported service usage.

Task 1.2 – MPO and PDC meeting participation

RideShare: \$5,000

FTA: \$2,000

DESCRIPTION OF ACTIVITIES:

Staff will represent RideShare on various technical committees coordinated by the TJPDC and the Charlottesville-Albemarle MPO. This includes a RideShare representative being a formal member of the Rural Technical Advisory Committee, and participation as needed at the various MPO committee meetings, including the Citizens Committee, the MPO Technical Advisory Committee, the Policy Board, as well as the Regional Transit Partnership. Staff will also represent RideShare on other related committees or inter-agency councils as requested.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Regular staff participation with the Rural Technical Advisory Committee.
- Participation as needed with the various MPO committees.
- Participation as requested with other non-profit or inter-agency committees.
- PDC meetings, including Commission presentations

Task 1.3 – Database Management & Customer Support

RideShare: \$7,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will provide maintenance of the online database as needed. This includes remaining up-to-date on any changes in the ride matching platform used, making manual edits as needed/requested, working with the state coordinators to resolve any technical issues, and providing user support services. Staff will also coordinate any requests through the Guaranteed Ride Home program.

DELIVERABLE TASKS TO BE UNDERTAKEN:

FY22 RideShare Work Program

- Ensure accuracy and reliability of the ridesharing database.
- Process Guaranteed Ride Home voucher requests.
- Process Guaranteed Ride Home registrations/renewals.

Task 1.4 – Program Coordination

RideShare: \$12,000

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will provide the ongoing administrative support to ensure that the program continues operation without any breaks in continuity.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Completed application for the TDM Operating Assistance Grant for FY23.
- DPRT grant training and meetings.
- Development of a FY23 work plan.
- Coordination with other regional transportation programs.
- Coordination with other CAPS programs in the state for peer-to-peer exchange.
- Coordination with other PDC's with CAPS program, specifically CSPDC our partner in RideShare.
-

Task 1.5 – Professional Training

RideShare: \$5,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

There will be continued training and professional development, allowing staff to attend Association for Commuter Transportation, DRPT, FHWA, FTA training, conferences, seminars, webinars, and other events. Similarly, TJPDC staff representing RideShare and TDM interests will facilitate and participate in seminars, webinars, and stakeholder training, such as public forums, open houses and roundtable functions.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Attend ACT International Conference, TDM Forum, monthly webinars and Friday discussions panel.
- Attend trainings from state agencies.
- Participate with other stakeholders to attend Single Occupancy Vehicle listening sessions.

FY 2022 - 2.0 Marketing and Outreach

The following tasks highlight the technical services that the TJPDC will provide to its member localities in Fiscal Year 2021. The TJPDC will assist its member localities with specific projects, which are listed under task 2.1. The remaining tasks under this section include efforts related to grant writing, travel demand management and general local assistance.

Task 2.1 – Participation in Promotional Events

RideShare: \$41,405

FTA: \$2,500

DESCRIPTION OF ACTIVITIES:

Staff will develop innovative marketing strategies to support and promote activities and events that encourage alternative transportation options. This includes planning, developing and staffing events, developing and distributing marketing materials, and collaborating with partner organizations to capitalize on existing resources. Events include: Try Transit Week, RideShare Week, Telework Week, and the Clean Commute Challenge.

FY22 RideShare Work Program

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Prepare calendar of events.
- Plan and develop each individual event, including any contests and prizes to be awarded.
- Promote events through a variety of social and traditional media outlets.
- Increase the number of partner organizations participating in events.

Task 2.2 – Maintain On-line Presence

RideShare: \$6,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will utilize technology to increase awareness about RideShare, TDM, and events that are currently being promoted. Staff will ensure information available online is current and accurate, and will work to create opportunities for increased online interaction.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Maintain RideShare website.
- Utilize social media platforms to promote RideShare and related events.
- Implement social media strategies from Marketing Plan once completed.

Task 2.3 – Advertise RideShare Program

RideShare: \$27,205

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will continue to raise awareness of RideShare through paid advertisement and earned media in a variety of media platforms.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Develop and maintain advertising contracts to promote RideShare to a wider audience.
- Assess new marketing opportunities to reach a broader range of potential users.
- Implement new marketing technics, mediums and channels from Marketing Plan once completed.

Task 2.4 – Pursue funding opportunities to expand services

RideShare: \$2,000

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will research and begin to develop an application for either a Mobility Program grant to develop a robust employer outreach program, or a travel planning program. The goal will be to coordinate with large regional employers and continue to build off of existing successful programs, or develop a program that makes individual travel plans for area residents. In addition, staff will explore financial resources to develop a travel training service for individuals who need assistance in using the public transportation options throughout the region.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Research needs and available resources in the region.
- Identify potential funding resources.
- Prepare and submit grant applications.
- Develop a list of potential employers with whom to partner.
- Research existing programs currently undertaken by employers in the region.

FY22 RideShare Work Program

Task 2.5 – Marketing Research and Implementation Plan

RideShare: \$22,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

RideShare will hire an outside marketing firm to help us update regional market research and use that information to develop a media/marketing plan that staff can implement throughout the program year. In addition to this plan, we are also seeking updated printed materials that will need to be designed and printed.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Conduct market research for the region.
- Identify key target audiences.
- Develop a brand strategy to continue program awareness.
- Create a marketing implementation plan for all mediums, including digital.
- Create a campaign marketing plan for events and special promotions.
- Design printed promotional materials.

FY23 Anticipated Work Tasks

To provide a longer-view of the RideShare and related TDM work program, staff began to anticipate work tasks for the next fiscal year. By presenting the FY20, FY21 and FY22 descriptions, staff hopes to create better continuity between fiscal years and manage commitments to member localities.

In FY23, staff will conduct an update to the five-year Travel Demand Management Plan. If funded, staff will also work towards the development of a robust employee outreach program and pursue an analysis of the feasibility of providing public transportation travel training services. The TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2022 TDM Operating Assistance Grant Application

RideShare Marketing Plan Scope of Work

Purpose: RideShare seeks a partnership with an experienced advertising/creative firm to provide strategic and innovative marketing and branding solutions, and establish non-exclusive contract for the provision of creative marketing planning and services.

Background: The purpose of RideShare, the Travel Demand Management (TDM) program at the TJPDC region, is to reduce the amount of greenhouse gas emissions in our region and overall traffic congestion. By focusing on both of these goals we can also improve population health through reduced pollution and increased physical activity through alternative transportation. Additionally, the TDM program may positively impact the financial health of individuals in the community by reducing the burden of daily travel costs and increase access to employment opportunities. The Rideshare program is a sub-program of the TDM program which aims to achieve the goals of the TDM program specifically through increase use of carpooling, vanpooling, teleworking and guaranteed ride home for regular users of any alternative transportation mode (to include transit, biking, walking, and micro mobility).

The selected firm will work in partnership with members of RideShare in the development and execution of contract deliverables.

Deliverables and services may include, but are not limited to, these categories of service:

Projects:

Project 1 – Development of brand strategy

Project Mission: To make the general public understand what your brand/product is and why it's so critical for the prospective customers and the economy as a whole.

Project Duration: 1-2 months

Task 1: Develop brand strategy to align with RideShare objectives and defined brand values

Task 2: Engage internal and external stakeholder audiences, as required (including facilitating strategic sessions and/or integrated stakeholder engagement activities)

Task 3: Align with established RideShare visual identity

Task 4: Develop of brand positioning and messaging platform (including earned media as well as paid)

Project 2 – Create a Marketing strategy and implementation plan

Project Duration: 1-2 months

Task 1: Review all overall marketing activities

Task 2: Engage in market research activities, as required

Task 3: Identify targeted audiences

Task 4: Develop strategic marketing and advertising plans (including media planning, buying and placement for print and digital)

Task 5: Provide a measurement program to outline performance metrics, targets, benchmarks, etc.

Task 6: Identify necessary tools for implementation

Project 3 – Digital marketing strategy and production

Task 1: Provide advice on digital and content strategies (including social media campaigns)

Task 2: Develop and inform SEO strategy

Task 3: Provide video production guidelines

Task 4: Create analytics reports for current state and future campaigns

Project 4 – Creative and campaign development

Task 1: Provide strategy, oversight and guidance in creative development

Task 2: Provide design and copywriting for print and digital applications

Task 3: Assist with development of message matrices for all audiences and review/audit current high-level messages (elevator pitches)

All firms are expected to:

- collaborate with the RideShare team to develop and coordinate project plans, strategize, and execute work in a timely manner.
- provide exceptional customer service and account management
- provide solutions and resources to efficiently and effectively meet creative needs while maintaining the highest quality standards
- be current with best practices and provide recommendations for effective performance on the categories outlined above
- adhere to RideShare's pre-determined approval process