

# APPENDIX D. PUBLIC ENGAGEMENT PLAN



In June 2019, the Central Virginia Metropolitan Planning Organization (MPO) and EPR-PC officially started the process of updating the region’s Long Range Transportation Plan (LRTP). The approved scope of work called for a Public Involvement Plan, “for accomplishing this planning effort, to include, but not limited to compliance with Federal Title VI/ Environmental Justice requirements.”

Staff drafted the initial Public Involvement Plan in July 2019, to help guide and inform the transportation planning process. This document will be updated on a monthly basis. Please refer to the latest Project Management Plan for guidance and details for other aspects of the transportation planning process.

## ENGAGEMENT DOCUMENTS

The Public Involvement Plan includes two MPO documents. Those federally required plans include the:

- » Public Involvement Participation Plan, last amended 2015
- » Title VI Plan, last amended 2016

## PROCESS GOALS

The process vision is to “deliver a Long Range Transportation Plan that supports the region’s goals and objectives, with a comprehensive vision for the Central Virginia urbanized transportation system.” Public engagement ties into each of the higher process goals:

## PUBLIC ENGAGEMENT GOALS

For an efficient and successful public engagement process there should be well-defined goals that guide development of public meetings, interview questions, surveys, online materials and other engagement tools. The 2045 Long Range Transportation Planning process will include five engagement goals:

### Educate and Inform

This goal applies to all phases of the planning process. As part of all engagement tools and efforts, a core goal will be to educate the public and stakeholders on the transportation planning process. Throughout the process, there will be an emphasis on communicating the importance of the LRTP and participating in the process. Main engagement tools will include:

- » An online dashboard/planning portal
- » Newsletters,
- » Press releases, and
- » Public intercepts.

### Phase I: Needs and Opportunities

In the initial phases of the process, as part of Task 1 Data Collection, a primary goal will be identification of transportation needs and opportunities. This engagement will include more open-ended questions. One objective will be to attain a local knowledge of the community and its transportation

Process Goals	Public Engagement Considerations
<b>Goal A:</b> Deliver the 2045 LRTP update on time and on budget, according to the approved scope of work.	<ul style="list-style-type: none"> <li>» Develop a process that is efficient and maximizes limited resources.</li> <li>» Clearly define engagement goals and objectives, to focus time and resources.</li> </ul>
<b>Goal B:</b> Deliver a plan that receives support from community stakeholders, MPO officials, local and regional staff, as well as federal and state agencies.	<ul style="list-style-type: none"> <li>» Develop a process that will engage various stakeholders and officials.</li> <li>» Ensure that those participants have a stake in the process.</li> </ul>
<b>Goal C:</b> Meet the 3c’s transportation planning process.	<ul style="list-style-type: none"> <li>» Meet all federal public engagement requirements.</li> <li>» Develop a process consistent with other MPO documents, such as the Title VI Plan.</li> </ul>
<b>Goal D:</b> Develop a community engagement process that is innovative, broad reaching and equitable.	<ul style="list-style-type: none"> <li>» Develop a Public Involvement Plan that is detailed, thoughtful and comprehensive.</li> <li>» Address challenges from the 2040 LRTP update and adopt new strategies for engagement.</li> </ul>



system. Questions will be designed to identify areas of concern, perceived transportation deficiencies and opportunities. Engagement tools include:

- » A comments page on the online dashboard, MySidewalk,
- » Comment postcards,
- » Public Intercept efforts, and
- » Interviews with stakeholders.

### Phase II: Goals and Measures

This may be the most critical engagement goal, as the system of performance measures and targets will serve as the system for evaluating projects. MPO officials, the public and stakeholders will help determine the rules for identifying priorities. This goal will be a priority for the longest engagement period, from September to December 2019. Engagement tools will include:

- » Online tools through MySidewalk\*,
- » Public intercept strategies,
- » The first stakeholder survey, and
- » The second round of stakeholder interviews.

### Phase III: Project Selection

In the next step, staff will begin to evaluate new and existing transportation recommendations with the approved set of performance measures and targets. For this Task 4 effort, January to May 2020, public engagement will focus on collecting feedback on the prioritized list of recommendations. Engagement tools will include:

- » The next round of public intercepts,
- » Online tools through MySidewalk,
- » A second survey,
- » A final round of stakeholder interviews.

### Phase IV: Draft and Final Plan

At the end of the planning process, public engagement will begin to wind down. The main objective is to inform the public and offer a final review of the 2045 LRTP. Engagement tools will include:

- » An open house event,
- » Public intercepts,
- » Online engagement,
- » Newsblasts, and
- » Public hearings.

## PUBLIC PARTICIPATION PLAN GOALS

The CVMPO's Public Participation Plan establishes nine goals. Objectives are the measurable short-term and interim steps used to provide feedback on the progress towards reaching the goal.

- » **Goal 1:** Endeavor to exceed applicable federal and state statutes regarding the LRTP...
- » **Goal 2:** Develop a demographic profile of the CVMPO area as a tool to assess, discuss and benchmark public participation, and the harms and benefits of projects with respect to neighborhoods, communities, minorities and concentrations of poverty.
- » **Goal 3:** Inform the public about how transportation improvements are made and describe the role the MPO plays in the process.
- » **Goal 4:** Raise the visibility of the CVMPO within the Central Virginia Region as the urbanized area transportation planning body.
- » **Goal 5:** Involve the public in planning, prioritization, and identification of transportation needs.
- » **Goal 6:** Obtain and incorporate public comments, reactions and perceptions into plans and solutions where appropriate, and share such comments with local, state and federal officials where appropriate.
- » **Goal 7:** Make it easier for low income, minority, and all citizens to get involved in the transportation planning process.
- » **Goal 8:** Comply with the Americans With Disabilities Act of 1990
- » **Goal 9:** Comply with Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency.

## PUBLIC ENGAGEMENT STRATEGIES

Throughout the transportation planning process, there will be eight components to public engagement, as described below. These different strategies are designed to accomplish different engagement goals, feeding into the transportation planning process. The strategies are layered tiers, starting with the most basic, required efforts and expanding to more extensive engagement activities.



## Component I: MPO Meetings

The Central Virginia MPO includes an MPO Policy Board and Transportation Technical Committee. Both groups include a public comment portion of their regular meetings, allowing for the most basic form of engagement. At the end of the process, the MPO Policy Board will hold advertised public hearings, to review and eventually approve the 2045 LRTP.

### Transportation Technical Committee (TTC)

The Transportation Technical Committee (TTC) was formed to provide technical engineering and planning expertise throughout the transportation planning process. TTC membership is comprised of staff-level officials of local, state, and federal agencies. In addition, the technical committee includes representatives of interest groups, various transportation modes, and local citizens. It will serve as the working group for the process.

#### *Meeting Schedule:*

1. July 11th, 2019: Project kick-off meeting with the Transportation Technical Committee (Completed)
2. September 12th, 2019: Presentation of the “state of the system” to the Transportation Technical Committee/MPO Policy Board
3. October 10th, 2019: Meeting to review and discuss Performance Measures, Goals and Targets
4. November 14th, 2019: Meeting to draft Performance Measures, Goals and Targets
5. January 9th, 2020: Meeting to approve Performance Measures, Goals and Targets
6. March 12th, 2020: Meeting to develop the visioning list of projects
7. May 14th, 2020: Meeting to complete the Constrained Long Range Projects (CLRP)
8. August 13th, 2020: Transportation Technical Committee reviews the 2045 LRTP draft and forwards recommendations to the MPO Policy Board.

### MPO Policy Board

The MPO Policy Board is the decision-making body for the process and the group responsible for approving the final planning document. This group is comprised of eleven elected and non-elected voting members who represent the policy decision-making

board. The MPO board is responsible for making decisions on key CVMPO actions and issues, including the adoption of the Long Range Transportation Plan, Transportation Improvement Plan, Unified Planning Work Program, and other policy documents. The intention is to conduct several joint meetings with the MPO TTC, for a more efficient process and greater communication between groups.

#### *Meeting Schedule:*

1. July 18th 2019: Project kick-off meeting with the MPO Policy Board (Completed)
2. September 12th, 2019: Presentation of the “state of the system” to the Transportation Technical Committee/MPO Policy Board
3. October 17th, 2019: Meeting to review and discuss Performance Measures, Goals and Targets
4. January 16th, 2020: Meeting to kick off the Board’s evaluation of projects
5. April 16th, 2020: MPO Policy Board reviews the visioning list of projects
6. July 16th, 2020: MPO Policy Board reviews the 2045 LRTP draft
7. August 20th, 2020: Meeting to review and approve the 2045 LRTP

## Component II: Online Dashboard

An online dashboard will serve as the online presence for the project. It will provide information to those seeking to learn more about the 2045 LRTP update. The dashboard will include public comment options for those wanting to provide general comments online. Online materials will comply with the Public Involvement Participation Plan Title VI Plan.

### Non-Discrimination Statement

Any online materials will include a statement of non-discrimination, with MPO contacts and links to further information.

“The Central Virginia Metropolitan Planning Organization (CVMPO) gives public notice of its policy to assure full compliance with Title VI of the Civil Rights Act of 1964 and all related statutes. Title VI requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected



to discrimination under any program or activity for which the LGC or CVMPO receives Federal financial assistance.”

### **Component III: Newsletters and Press Releases**

Staff will share project information in newsletters, press releases and through other existing announcements, to provide updates and direct the public to additional materials. These notices will include staff phone numbers and addresses to forward comments on the process.

### **Component IV: Surveys**

The consultants will develop two community survey instruments. The first will collect feedback on Goals, Measures and Targets. The second will be a companion to the online dashboard, offering opportunities to comment on project selection and evaluation.

### **Component V: Postcards**

The consultants will develop comment postcards, distributed to stakeholder groups. These cards allow individuals to send comments directly to the consultant team.

### **Component VI: Interviews**

The consultants will hold three rounds of stakeholder interviews. The interviews are designed to align with the first three project milestones. The first round will focus on transportation needs and opportunities. The second will collect comments on Goals, Measures and Targets. The final set of interviews will be designed to evaluate project selection. The stakeholder interview will also help to meet standards from the Title VI Plan. Stakeholder interviews also include:

- » LRTAG Summit – August 15, 2019
- » VTrans Stakeholder Workshop – August 21, 2019

### **Component VII: Public Intercepts**

MPO staff requested to integrate additional public intercepts, replacing the first Public Open House event. This change will result in additional popup events in the MPO area. These efforts will include display boards, surveys, comment cards and engaging activities, as well as presentations at community events and to existing community groups, as defined by MPO staff.

### **Summer 2019**

- » Presentation at the LRTAG Summit, on August 13th.
- » An intercept at an existing event, as part of Task 1.
- » A second intercept at an existing event, as part of Task 1.

### **Fall 2019**

- » Presentation at an existing stakeholder meeting.
- » An intercept at an existing event, as part of Task 3.
- » A second intercept at an existing event, as part of Task 3.

### **Spring 2020**

- » Presentation at an existing stakeholder meeting.
- » An intercept at an existing event, as part of Task 4.
- » A second intercept at an existing event, as part of Task 4.

### **Summer 2020**

- » Presentation at an existing stakeholder meeting.
- » An intercept at an existing event, as part of Task 6.
- » A second intercept at an existing event, as part of Task 6.

### **Component VIII: Open House Events**

There will be two public open house events. The scope of work originally called for three events, but MPO staff requested that one be dropped for more public intercept efforts. These events will comply with the Public Involvement Participation Plan and Title VI Plan. The first meeting will be to present and obtain feedback Goals, Performance Measures and Targets (November 2019). The final meeting will be to present and obtain feedback on the draft plan (Preliminary date: June 2020).



## TITLE VI: NOTICE TO THE PUBLIC

In order to comply with 49 CFR Section 21.9(d), the CVMPO shall provide information to the public regarding their Title VI obligations and apprise members of the public of the protections against discrimination afforded to them by Title VI. The paragraph below will be inserted into all significant publications that are distributed to the public, such as future versions and updates of the Long-Range Transportation Plan, Transportation Improvement Program, and Unified Planning Work Program. The text will be placed permanently on the CVMPO’s website.

“The CVMPO ensures nondiscrimination and equal employment in all programs and activities in accordance with Title VI and Title VII of the Civil Rights Act of 1964. If you have questions or concerns about your civil rights in regards to this project or special assistance for persons with disabilities or limited English proficiency, please contact the CVMPO. Sign language or non-English language interpreters will be provided if needed and requested in advance of this meeting. Please contact the CVMPO at 434-845-3491 to request an interpreter no later than <enter date at least 14 days prior to meeting>.”

## ENGAGEMENT SCHEDULE

Refer to the table below for the Public Involvement Schedule.

## DOCUMENTATION

Staff will track all public engagement efforts and comments. All comments will be recorded into a public engagement database that stores: the comment, its source, the date and actions taken to incorporate the comment into the process. The engagement database will be included as an appendix to the 2045 LRTP.

CVMPO Long-Range Transportation Plan Schedule															
Calendar Year	CY 19							CY 20						CY 21	
Fiscal Year	FY 19	FY 20	FY 20	FY 20	FY 20	FY 20	FY 20	FY 21	FY 21	FY 21	FY 21	FY 21	FY 21	FY 21	FY 21
Task	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
1 - Collect Data/Assess Background		☺☺		☺☺											
2 - Public Involvement			☹	☹	☹	☹☹		☹	☹		☹	☹	☹		
3 - Goals, Performance, Targets					☺☺	☺		☺☺							
4 - Plan Development										☺	☹	☺			
5 - Adoption Support														☹	☺☺
6 - Document Production															
7 - Project Management	☺		☺		☺		☺		☺		☺		☺		☺
Project Team Calls	☺														
TTAC Meeting	☺														
MPO Policy Board Meeting	☹														
Popup Events	☹														
Public Meetings	☹														





Central Virginia Planning District Commission Offices  
828 Main Street, 12<sup>th</sup> Floor, Lynchburg, VA 24504  
**Thursday, July 18, 2019 at 4:00 p.m.**

## **Agenda**

1. **Call to Order**.....John Sharp, 2018-19 Chair
2. **Election of 2019-2020 Officers** .....John Sharp, 2018-19 Chair
3. **Approval of Minutes: April 18, 2019** (Attachment #3)..... Chair
4. **Opportunity for Public Comment**.....Chair
5. **Adoption of Resolution of Support for Riveredge Trail Extension Project** (Attachment #5)..... Scott Smith, CVMPO
6. **Adoption of Resolution of Appreciation for Will Mays** (Attachment #6)..... Scott Smith, CVMPO
7. **Adoption of CVMPO Bylaws Amendments** (Attachments #7a, 7b, 7c) .....Scott Smith, CVMPO
8. **Update on Smart Scale Round 3**..... Chris Winstead, VDOT
9. **Central Virginia Long-Range Transportation Plan Kick-Off**.....EPR, PC
10. **Matters from the Members**..... Chair
11. **Adjournment**..... Chair

### **12. Informational Items**

The next scheduled meeting of the CVMPO will be at **4:00 p.m. on Thursday, September 19, 2019** at the Central Virginia Planning District Commission Offices, 828 Main Street, 12<sup>th</sup> Floor, Lynchburg, Virginia, 24504.

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Please contact the CVMPO at 434-845-3491 to request an interpreter.





Central Virginia Planning District Commission Offices  
828 Main Street, 12<sup>th</sup> Floor, Lynchburg, VA 24504  
**Thursday, September 19, 2019 at 4:00 p.m.**

**Agenda**

- 1. **Call to Order**.....Turner Perrow, *Chair*
- 2. **Approval of Minutes: July 18, 2019** (Attachment #2).....Turner Perrow, *Chair*
- 3. **Opportunity for Public Comment**..... Turner Perrow, *Chair*
- 4. **Report on “State of the System” (Long-Range Transportation Plan)** (Attachment #4).....EPR, PC
- 5. **Matters from the Members**..... Turner Perrow, *Chair*
- 6. **Adjournment**..... Turner Perrow, *Chair*
- 7. Informational Items**

The next scheduled meeting of the CVMPO will be at **4:00 p.m. on Thursday, October 17, 2019** at the Central Virginia Planning District Commission Offices, 828 Main Street, 12<sup>th</sup> Floor, Lynchburg, Virginia, 24504.

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Lynchburg Regional Business Alliance Offices  
828 Main Street, 12<sup>th</sup> Floor, Lynchburg, VA 24504  
Thursday, January 16, 2020 at 4:00 p.m.

## Agenda

1. **Call to Order**..... Turner Perrow, *Chair*
2. **Approval of Minutes: October 17, 2019** (Attachment #2).....Turner Perrow, *Chair*
3. **Opportunity for Public Comment**..... Turner Perrow, *Chair*
4. **Election of New Vice Chair**.....Turner Perrow, *Chair*
5. **Update on Organization Name Change** (Attachment #5).....Scott Smith, *CVMPO*
6. **Transportation Improvement Program (TIP) Amendment, 221/501 Improvements** (Attachment #6) ...  
.....Scott Smith, *CVMPO*
7. **Setting Goals and Performance Measures for Connect Central Virginia 2045 Plan** (Attachment #7) .....  
.....EPR, PC
8. **Matters from the Members**..... Turner Perrow, *Chair*
9. **Adjournment**..... Turner Perrow, *Chair*
10. **Informational Items**

The next scheduled meeting of the CVMPO will be at **4:00 p.m. on Thursday, April 16, 2020** at the Central Virginia Planning District Commission Offices, 828 Main Street, 12<sup>th</sup> Floor, Lynchburg, Virginia, 24504.

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Via GoToMeeting

Full audio/video access: <https://global.gotomeeting.com/join/928513685>

Audio only access by phone: +1 (872) 240-3212

Access Code: 928-513-685

**Thursday, June 18, 2020 at 4:00 p.m.**

**Agenda**

1. **Call to Order**.....Turner Perrow, *Chair*
  2. **Approval of Minutes: January 16, 2020** (Attachment #2).....Turner Perrow, *Chair*
  3. **Public Hearing on Proposed FY 21-24 Central Virginia Transportation Improvement Program (CVTIP)** (Attachment #3)..... Turner Perrow, *Chair*
  4. **Election of Officers for FY 20-21**.....Turner Perrow, *Chair*
  5. **Consideration of Proposed FY 21-24 Central Virginia Transportation Improvement Program (CVTIP)** (Attachment #3)..... Scott Smith, *CVTPO*
  6. **Consideration of Proposed FY 20-21 CVTPO Unified Planning Work Program (UPWP)** (Attachment #6).....Scott Smith, *CVTPO*
  7. **Prioritized Project Listing for Connect Central Virginia 2045 Plan** (Attachment #7) .....EPR, *PC*
  8. **Matters from the Members**..... Turner Perrow, *Chair*
  9. **Adjournment**..... Turner Perrow, *Chair*
- 10. Informational Items**
- The Connect Central Virginia 2045 Long-Range Plan Public Workshop will be held via a web meeting on **June 30, 2020 at 5:30 p.m.** Information on how to participate will be emailed in advance, and will be posted at [www.connectcentralvirginia2045.com](http://www.connectcentralvirginia2045.com)
  - The next scheduled meeting of the CVMPO will be at **4:00 p.m. on Thursday, July 16, 2020.** Location/format TBD.

The CVMPO ensures nondiscrimination and equal employment in all programs and activities in accordance with Title VI and Title VII of the Civil Rights Act of 1964. If you have questions or concerns about your civil rights in regard to this project or need special assistance for persons with disabilities or limited English proficiency, please contact the CVMPO. Sign language or non-English language interpreters will be provided if needed and requested in advance of this meeting. Please contact the CVMPO at 434-845-3491 to request an interpreter.





Via GoToMeeting

Full audio/video access: <https://global.gotomeeting.com/join/968303997>

Audio only access by phone: +1 (669) 224-3412

Access Code: 968-303-997

**Thursday, July 16, 2020 at 4:00 p.m.**

## **Agenda**

1. **Call to Order**.....Jon Hardie, *Chair*
2. **Approval of Minutes: June 18, 2020** (Attachment #2).....Jon Hardie, *Chair*
3. **Opportunity for Public Comment**..... Jon Hardie, *Chair*
4. **Update on Area Construction Projects, Smart Scale Applications** .....  
.....Chris Winstead & Rick Youngblood, *VDOT*
5. **Consideration of Resolution in Support of Smart Scale Project Applications** (Attachment #5)  
..... Scott Smith, *CVTPO*
6. **Update on Connect Central Virginia 2045 Plan Progress (Project Ranking, Town Hall Meeting, etc.)**.....EPR, *PC*
7. **Matters from the Members**..... Jon Hardie, *Chair*
8. **Adjournment**..... Jon Hardie, *Chair*
9. **Informational Items**
  - The next scheduled meeting of the CVTPO will be at **4:00 p.m. on Thursday, August 20, 2020**. Location/format TBD.

The CVTPO ensures nondiscrimination and equal employment in all programs and activities in accordance with Title VI and Title VII of the Civil Rights Act of 1964. If you have questions or concerns about your civil rights regarding this project or need special assistance for persons with disabilities or limited English proficiency, please contact the CVTPO. Sign language or non-English language interpreters will be provided if needed and requested in advance of this meeting. Please contact the CVTPO at 434-845-3491 to request an interpreter.

