

Introduction

Virginia’s Office of Intermodal Planning and Investment will lead the development of the Commonwealth’s long-range multimodal transportation plan - VTrans 2040. To be developed in two phases, the plan will first lay out Virginia’s Vision, Goals, Objectives and Guiding Principles in a policy framework to guide partner agency investment decisions over the next 25 years. In the second phase, OIPI will identify investment priorities and projects that can help advance the VTrans2040 Vision. Specific areas considered in VTrans include the Commonwealth’s statewide network of Corridors of Statewide Significance (CoSS), the multimodal regional networks that support travel within urban and suburban regions, and locally designated Urban Development Areas (UDAs).

VTrans2040 Vision Plan

The VTrans2040 Vision Plan, to be completed by the winter of 2014-15, will create its policy framework through extensive stakeholder engagement focused on understanding trends and future needs. The visioning process will include assessments of transportation-related issues and opportunities given changes in key factors such as statewide economic generators, freight movement, household characteristics, land development patterns, transportation technology, and the natural environment.

VTrans2040 Multimodal Plan

The VTrans2040 Multimodal Plan, to be completed by early 2016, will identify high-priority multimodal investments to implement the VTrans2040 goals and objectives. It will replace the 2035 Virginia Surface Transportation Plan. This plan will include performance targets for the objectives in the Vision Plan. The plan will include consideration of the ways that land use patterns and multimodal investments together can optimize the state’s ability to meet the performance targets that OIPI and its partners set for transportation.

Purpose of the Public Involvement Plan

The purpose of the Public Involvement Plan (PIP) is to outline the public engagement process and communication methods to be used in VTrans2040. The PIP includes four major components:

1. The elements of the public outreach program, including the various meetings and deliverables. The public outreach program elements are broken into elements throughout the VTrans2040 process and specific elements for the two phases of VTrans2040: VTrans2040 Vision Plan and VTrans2040 Multimodal Plan;
2. The communications process between the consultants, sub-consultants, Commonwealth staff, and the general public;
3. A contact list for the study; and
4. The tentative public outreach schedule.

The PIP will be revised as needed during the plan effort and will be used to manage the overall public outreach and stakeholder involvement process. Deliverables involving public participation include all public meeting materials and summaries as well as website content and will be reported to the staff and posted on the project website (www.VTrans.org). All public involvement efforts will be documented in a public involvement log and summarized for VTrans2040. *The goal of all public involvement efforts is to pro-actively engage stakeholders and citizens so that they can have ownership in VTrans2040, while providing meaningful ways for people to participate in the process.*

VTrans2040 Ongoing Outreach Elements

The following sections describe the elements of the VTrans2040 outreach process, encompassing the Vision Plan’s development as well as the Multimodal Plan’s.

Project Contact List

The Consultant team will maintain a project contact list throughout the VTrans2040 process. The VTrans2040 project contact list will hold, at a minimum, the contact information for all project participants including meeting attendees and those who submit comments. The contact list will be used to distribute electronic material and, in keeping with a “green policy”, printed materials will be kept to a minimum. The list will be compiled from existing transportation agency mailing lists as well as those from other organizations and groups participating in the process. The contact list will be continually updated over the course of the project as people request to join the list, participate in meetings or provide comments to the project team.

Staff Outreach

As part of the ongoing outreach for VTrans2040, the VDOT Deputy Secretary, OIPI staff, and/or Multimodal Working Group (MMWG) members may periodically make presentations to Metropolitan Planning Organizations (MPOs), Planning District Commissions (PDCs), local governments, conferences, or other opportunities to provide information on VTrans2040 and generate input on the development of the VTrans2040 Vision Plan.

Multimodal Working Group (MMWG)

The Multimodal Working Group (MMWG) consists of the lead planners for each mode of transportation and the policy advisors of every agency within the Secretariat, including the Virginia Department of Transportation, Department of Motor Vehicles, Motor Vehicle Dealer Board, Virginia Department of Aviation, Virginia Port Authority, Virginia Department of Rail and Public Transportation, and the Virginia Commercial Space Flight Authority. The MMWG informs the plans and projects OIPI undertakes, and ensures a truly multimodal transportation system is achieved and maintained in Virginia. The MMWG will be working with OIPI staff and the Multimodal Advisory Committee (MAC) to develop and implement VTrans2040.

Multimodal Advisory Committee (MAC)

A Multimodal Advisory Committee (MAC) will be appointed by the Secretary of Transportation that includes six to eight representatives of agencies that will be closely involved in implementing VTrans2040. Members will include representatives from MPOs, Rural Transportation Planning Organizations (RTPOs), local governments, transit providers, and state agencies. Complementing the MMWG’s technical oversight, the MAC plays a supportive role on all aspects of the project, with a strong focus on policy and engagement. The purpose of the MAC is two-fold:

- Provide practical feedback and guidance from various agency perspectives, and
- Foster buy-in and consensus among partner agencies and organizations that play an active role in implementing VTrans2040 policies and recommendations.

Communication venue will include SharePoint communication and approximate quarterly meetings. The meetings will be held jointly with the MMWG to discuss key elements of the planning process; to provide feedback on reports and documents; and to help plan and execute stakeholder engagement and public outreach activities.

Internet-Based Public Outreach

The VTrans2040 process will include a variety of web-based public outreach opportunities as described below:

VTrans.org Website

The Consultant team will work with OIPI staff and other agencies to provide information about the study for the www.VTRANS.org website. The VTrans2040 website will act as the main repository for project information and primary means of disseminating that information to the public. The website will provide background information about the plan, list announcements and the study's progress, answer common questions, inform the public about ways to participate, offer mechanisms to communicate directly with Plan partners, and act as an online library for plan documents. For public meetings and draft documents, website content will be available as interactive presentations or simple forms/surveys to gather public comment on the materials. Completed reports and meeting materials will be periodically posted on the VTrans website.

Social Media

In addition to website materials, various social media outlets such as Facebook or Twitter will be utilized to enhance public participation via the internet. Facebook allows for the ability to do low-cost internet outreach as the site provides the following interactive elements:

- The ability to host chat sessions following meetings
- Post meeting materials
- Post blogs about elements of the Plan
- Link to photo and video sharing sites, such as Flickr and YouTube, where people can post images of transportation concepts or issues in their local area.

The Consultant team will program and maintain the social media project website for the duration of the project and update the sites to announce public workshops, host informal surveys about transportation, and host chat sessions and blogs as part of the VTrans2040 process. Information received from the social media websites will be documented as part of the planning process. Interested citizens will be able to sign up for the social media sites during public meetings, stakeholder workshops or over the internet.

E-mail and Texts

Interested members of the public may also sign up for notifications of website updates, including the posting of draft documents for public review via text-messaging and/or “e-mail” blasts.

Public Involvement Log

The Consultant team will maintain a public involvement log throughout the VTrans2040 process. All public involvement efforts will be documented in the log and summarized for VTrans2040.

VTrans2040 Vision Plan Outreach Elements

The VTrans2040 visioning process will not “start from scratch.” A statewide vision, supported by broadly defined goals and priorities, was defined during the development of VTrans2025 and affirmed during the development of VTrans2035 and the VTrans2035 Update. Participants in the VTrans2040 process will be asked to consider ways in which the Vision and Goals can be updated based on the analysis and review of future and past trends influencing the need and use of transportation facilities in Virginia. They will also be

asked to reflect on guiding principles, objectives and aspirational targets for the multimodal system. The following elements will be utilized during the VTrans2040 Vision Plan Outreach Program.

Regional Forums with Transportation Planner and Provider Stakeholders

The previous VTrans updates have included interactive outreach activities called Regional Forums in which transportation planners and providers from across the state have an opportunity to hear key information and provide critical input to shape the statewide plan. For the development of VTrans2040, a combination of interactive webinars and regional forums (held simultaneously in 4-5 locations) will be used to increase the frequency and also the cost-effectiveness of this input.

Purpose

The Consultant team will design and facilitate two interactive forums with local and regional government representatives. The forums will provide an opportunity for local transportation staff and officials to share their perspectives and questions with the project team.

Format

Two regional forums will be held during the VTrans2040 Vision Plan process as follows:

- **Regional Forum #1** – The first regional forum will be held relatively early in the development of the Vision Plan to gain input on Vision and Goals. This may be held as a webcast meeting.
- **Regional Forum #2** – The second regional forum will be held to reflect on the trends information as it relates to the Objectives and Guiding Principles.

It is anticipated that the regional forums will be designed to allow participants to work in small groups with others from their region, followed by a plenary discussion to compare the regional perspectives, and finish with a facilitated discussion/exercises to focus on vetting the components of the VTrans2040 Vision Plan before rolling them out to the public at large.

Role in VTrans2040 Vision Plan

The regional forums will enhance the value of the VTrans2040 Vision Plan in the following ways:

- The perspectives and ideas shared at the regional forums will help OIPI to ensure that the statewide vision, goals, objectives and guiding principles established in the VTrans2040 Vision Plan are consistent with local and regional goals for multimodal accessibility and community development.
- The meetings themselves provide an opportunity for OIPI to continue to strengthen its long-term relationships with local and regional agencies. A strong base of communication sets the stage for more effective plan implementation in general, and can open the door for innovative partnerships, such as data-sharing agreements to help implement VTrans2040.

Other Stakeholder Engagement

Additional stakeholder engagement opportunities may be planned including up to one interactive webcast meeting and/or one set of two face-to-face meetings with interactive exercises. Consideration will be given to meeting Title VI requirements and including representatives of environmental justice communities.

Public Meetings – Round #1

The Consultant team will work with OIPI and MMWG representatives to hold one set of face-to-face public meetings during the VTrans2040 Vision Plan process held in four locations over a two-week period. Ideally

this will occur in concert with another statewide outreach process as to maximize the level of effort from OIPI and transportation agency staff while being efficient with their time. The Consultant team will be responsible for all meeting arrangements and materials, and will coordinate with OIPI and other agencies to provide content for appropriate advertising. Advertisements will be placed at agency expense and will meet all Title VI requirements. The Consultant team will summarize public comments from the meeting and provide a meeting summary. The meeting summary will be made available on the VTrans website.

Purpose

The Consultant team will design and facilitate one round of public meetings towards the end of the VTrans2040 Vision Plan process. The purpose of these meetings will be to enable broad-based public input on the VTrans2040 Vision Plan including the draft Vision, Goals, Objectives, and Guiding Principles.

Format

OIPI, with assistance from the Consultant team, will host a series of four open houses over a two week period (one round) throughout Virginia during the first quarter of 2015. These meetings will include static displays, handouts, comment cards, potentially a PowerPoint presentation, and informal discussions between the VTrans2040 team [specifically, Office of Intermodal Planning and Investment (OIPI) staff] and meeting attendees. Their purpose will be to present information about the vision, goals, objectives, and guiding principles of the plan and solicit input on updates or omissions that should be addressed by VTrans2040.

Verbal and written comments will be compiled as part of the public involvement log. In an effort to garner as much public participation as possible, the public meetings will be advertised through newspapers, social media, e-mail blasts, and text messaging.

Role in VTrans2040 Vision Plan

The input from the first round of public meetings will be used to identify potential additions/modifications and new information to be considered in the VTrans2040 Vision Plan.

Web-Based Survey #1

An interactive web-based survey will be developed to gather broad public input on the final draft components of VTrans2040 Vision Plan including the Vision, Goals, Objectives, and Guiding Principles. The survey results will be summarized and included in the development of the VTrans2040 Vision Plan.

VTrans2040 Multimodal Plan Outreach Program Elements

The VTrans2040 Multimodal Plan takes the place of the VTrans2035 Surface Transportation Plan. It is a multimodal document forecasted out 25 years that is intended to implement the VTrans2040 Vision Plan. Participants in the VTrans2040 Multimodal Plan process will be asked to reflect on performance targets, investment priorities and projects to carry into agency prioritization processes. The following elements will be utilized during the VTrans2040 Multimodal Plan Outreach Program.

Regional Forums with Transportation Planner and Provider Stakeholders

Two regional forums will be held during the VTrans2040 Multimodal Plan process.

Purpose

The Consultant team will design and facilitate two interactive forums with local and regional government representatives. The forums will provide an opportunity for local transportation staff and officials to share their perspectives and questions with the project team.

Format

Two regional forums will be held during the VTrans2040 Multimodal Plan process as follows:

- **Regional Forum #3** – The third regional forum will be held at the point when the VTrans Vision Plan is drafted and the trend information will be used to shape revenue and land use scenarios for the VTrans2040 Multimodal Plan. Participants will reflect on the performance targets and the investment and land use scenarios.
- **Regional Forum #4** – The fourth regional forum will be held towards the end of the VTrans2040 Multimodal Plan process when the investment scenario and investment priorities have been identified. Participants will be asked to reflect on the draft long-range multimodal plan.

As in the VTrans2040 Vision Plan, regional forums will be held simultaneously in 4-5 locations to increase the frequency and also the cost-effectiveness of this input. It is anticipated that the regional forums will be designed to allow participants to work in small groups with others from their region, followed by a plenary discussion to compare the regional perspectives, and finish with a facilitated discussion/exercises to focus on vetting the components of the VTrans2040 Multimodal Plan before rolling them out to the public at large.

Role in VTrans2040 Multimodal Plan

The regional forums will enhance the value of the VTrans2040 Multimodal Plan in the following ways:

- The perspectives and ideas shared at the regional forums will help OIPI to ensure that the statewide performance targets, investment priorities and multimodal projects established in the VTrans2040 Multimodal Plan are consistent with local and regional goals for multimodal accessibility and community development.
- The meetings themselves provide an opportunity for OIPI to continue to strengthen its long-term relationships with local and regional agencies. A strong base of communication sets the stage for more effective plan implementation in general, and can open the door for innovative partnerships, such as data-sharing agreements to help implement VTrans2040.

Other Stakeholder Engagement

Additional stakeholder engagement opportunities may be planned during the development of the VTrans2040 Multimodal Plan as needed, including up to one interactive webcast meeting and/or one set of two face-to-face meetings with interactive exercises. Consideration will be given to meeting Title VI requirements and including representatives of environmental justice communities.

Public Meetings – Round #2

A second round of public meetings will be held during the VTrans2040 Multimodal Plan Process. Held once the draft VTrans2040 Multimodal Plan is available for public comment. Similar to the first round of public meetings during the Vision Plan process, these meeting will be held in four locations over a two-week period. Ideally this will occur in concert with another statewide outreach process as to maximize the level of effort from OIPI and transportation agency staff while being efficient with their time. The Consultant team will be

responsible for all meeting arrangements and materials, and will coordinate with OIPI and other agencies to provide content for appropriate advertising. Advertisements will be placed at agency expense and will meet all Title VI requirements. The Consultant team will summarize public comments from the meeting and provide a meeting summary. The meeting summary will be made available on the VTrans website.

Purpose

The Consultant team will design and facilitate a second round of public meetings towards the end of the VTrans2040 Multimodal Plan process. The purpose of these meetings will be to enable broad-based public input on the VTrans2040 Multimodal Plan including the draft performance targets, revenue forecasts, investment and land use scenarios, an optimal investment package, and prioritized multimodal projects.

Format

A single round of public meetings will held during the VTrans2040 Multimodal Plan process. OIPI, with assistance from the Consultant team, will host a series of four open houses over a two week period throughout Virginia during the first quarter of 2016. These meetings will include static displays, handouts, comment cards, potentially a PowerPoint presentation, and informal discussions between the VTrans2040 team [specifically, Office of Intermodal Planning and Investment (OIPI) staff] and meeting attendees. Their purpose will be to present information about the VTrans2040 Multimodal Plan and solicit input on updates or omissions that should be addressed by VTrans2040.

Verbal and written comments will be compiled as part of the public involvement log. In an effort to garner as much public participation as possible, the public meetings will be advertised through newspapers, social media, e-mail blasts, and text messaging.

Role in VTrans2040 Multimodal Plan

The input from the second round of public meetings will be used to identify potential additions/modifications and new information to be considered in the VTrans2040 Multimodal Plan.

Web-Based Survey #2

An interactive web-based survey will be developed to gather broad public input on the final draft components of VTrans2040 Multimodal Plan including performance targets, revenue forecasts, investment and land use scenarios, and optimal investment package(s). The survey results will be summarized and included in the development of the VTrans2040 Multimodal Plan.

Communication Process

The following is a general outline of the recommended communications process between the consultants, sub-consultants, Commonwealth staff, and the general public. Refinements to this communications process will be made as the project progresses and in response to specific recommendations and outcomes from the input meetings throughout the process.

Table 1: Communication Process for VTrans2040

<i>Participants</i>	<i>Primary Type of Communication</i>	<i>Frequency</i>
Prime Consultant & Sub Consultants	Meetings/Conference Calls	Weekly/As Needed

Consultant Team & OIPI Staff	Meetings/Conference Calls	Bi Weekly
OIPI Staff & MMWG	Meeting	Monthly
OIPI Staff, Consultants, MMWG & MAC	Meeting	Quarterly (8 over course of project)
OIPI Staff, Consultants & Stakeholders	Workshop	4 over course of project
OIPI Staff, Consultants & Public	Public Input Meetings*	2 rounds over course of project
OIPI Staff/Consultants & CTB	CTB Meetings	9 over course of project
OIPI Staff, Consultants & Regional Stakeholders	Regional Forums	4 over course of project

* Also includes website, newsletters and other means described above

An important component of the communications process is providing information about VTrans2040 to organizations with a role in transportation planning throughout the Commonwealth. OIPI staff and members of the MMWG will use materials developed for the public outreach process and the website to seek opportunities to increase awareness of VTrans2040 at meetings and conferences such as the following:

- CTB Public Meetings and Public Hearings
- Governor’s Transportation Conference
- Virginia Association of Counties
- APA Virginia
- Association of Metropolitan Planning Organizations

OIPI and the MMWG will coordinate efforts to make information about VTrans2040 available in a cost-effective manner at these and similar events, as funding and staff availability permit.

Contact List/Communication

Media communications are to be directed to the OIPI staff listed below. Communications with the Commonwealth Transportation Board will be directed by Deputy Secretary Nick Donohue with the support of the OIPI staff and the Consultant Team. Inter-agency communication within the Secretariat will be conducted by the Multimodal Working Group, comprised of representatives of each modal agency.

A contact list has been developed for internal communication purposes between consultants and Commonwealth of Virginia staff. The contact list will be included in the work plan for VTrans2040. The OIPI contact for purposes of public communication is as follows:

J. Kelli Nash by phone: 804.786.0481, or email: jacklyn.nash@governor.virginia.gov

Schedule

The anticipated schedule is shown in Table 2 below.

Table 2: VTrans2040 Vision Plan and VTrans2040 Multimodal Plan Timeframe

	2014			2015			2016		
	Apr-June	Jul-Sept	Oct-Dec	Jan-Mar	Apr-June	Jul-Sept	Oct-Dec	Jan-Mar	Apr-June
VTrans2040 Outreach Elements									
1) Ongoing Public Outreach									
Project Contact List									
Multimodal Working Group (MMWG)	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	◆ ◆ ◆	
Multimodal Advisory Committee (MAC)	◆	◆	◆	◆	◆	◆	◆	◆	
Staff Outreach									
Internet-based Public Outreach									
Public Involvement Log									
2) VTrans2040 Vision Plan									
Regional Forums #1 and #2	◆	◆							
Other Stakeholder Engagement		◆	◆						
Web-based Survey #1			◆						
Public Meetings – Round #1				◆					
3) VTrans2040 Multimodal Plan									
Regional Forums #3 and #4				◆		◆			
Other Stakeholder Engagement					◆		◆		
Web-based Survey #2							◆		
Public Meetings – Round #2								◆	