



**Charlottesville-Albemarle Metropolitan Planning Organization  
of the Thomas Jefferson Planning District Commission**  
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CHART Advisory Committee Meeting  
June 3rd, 2009 Minutes

**Present**

Members

Stephen Bach  
Bobby Burke  
Jim Currie  
Marc Evans  
Mac Lafferty, Vice Chair  
Tom Loach  
Bruce Odell  
John Pfaltz  
Peggy Westfall  
Bill Wuensch

Representing

MPO, Bicycling  
MPO, Pedestrian  
Albemarle County, Environment  
MPO  
Albemarle County At-Large  
County Planning Commission  
City-At-Large  
City At-Large  
City-At-Large  
MPO

Not Attending

Linda Seaman, Chair                      City-At-Large  
Jeff Monroe                                    Albemarle County At-Large

Staff:

Melissa Barlow                              TJPDC  
Sarah Eissler                                 TJPDC  
Chuck Proctor                                VDOT  
Steve Williams                                TJPDC

Mr. Lafferty called the meeting to order and asked the committee members to introduce themselves for the benefit of the CHART committees new members Peggy Westfall and Bruce Odell, and the TJPDC's new Executive Director Steve Williams.

**Matters from the Public**

No Matters

**Approval of the Minutes**

**Upon a motion from Mr. Bach, seconded by Mr. Currie, the February 4, 2009 meeting minutes were unanimously approved.**

**Upon a motion from Mr. Pfaltz, seconded by Mr. Burke, the April 1, 2009 meeting minutes were unanimously approved.**

**Welcome New TJPDC Executive Director, Steve W. Williams**

Ms. Barlow introduced Mr. Williams briefly and asked him to elaborate on his experience in transportation planning. Mr. Williams introduced himself to the committee and stated that he has been working with MPOs for over 25 years. Mr. Williams also stated that he has worked at a diverse range of MPOs including, the Monterey California MPO, an MPO in Iowa, and an MPO in New Hampshire. Mr. Williams also stated that he has worked on numerous transportation projects ranging from small projects in rural areas to large projects in urban areas. Mr. Williams stated that he is excited to be at the TJPDC and that he is looking forward to working with the CHART committee in the future.

Ms. Barlow announced the on June 4<sup>th</sup> 2009 the TJPDC will be hosting an open house allowing the public to meet Mr. Williams. Ms. Barlow encouraged committee members to attend the event.

### **Discussion on the role of CHART and its Relationship with other Committees**

Ms. Barlow stated that TJPDC staff has been discussing the role of the CHART committee now that UnJAM 2035 was approved in May 2009. The committee previously expressed the continuing monthly meetings in order to consider other aspects of transportation planning. Ms. Barlow explained that currently staff time is limited and she wanted to re-open a dialog with the committee about limiting the meeting schedule for a period. Ms. Barlow suggested that the next CHART meeting be held in October 2009. Mr. Lafferty stated that October is perhaps too far in the future but he also stated that summer months are traditionally vacation months and committee members might be away. Mr. Lafferty suggested that the next meeting be held in September. Mr. Currie agreed.

Mr. Pfaltz commented that before the next meeting the committee should review the LRPT. Mr. Pfaltz expressed concern that Long Range Transportation Plan does not appear to promote any new transportation ideas or alternatives. Mr. Pfaltz continued that he concerned about transit in the region, particularly would the RTA have an effect on improving transit in the region. Mr. Pfaltz suggested for its next phase the committee should focus more on transit options and opportunities in the region. Mr. Pfaltz suggested that the head of CTS, Bill Watterson, could attend the next committee meeting and educate the committee on transit issues in the region. Ms. Barlow stated that she would extend an invitation to Mr. Watterson to participate in an informal dialog for the next meeting.

Mr. Lafferty asked if there was any new information regarding a study of rail market demand/expansion of rail service discussed at the MPO Policy Board meeting. Mr. Lafferty was particularly interested in a Resolution the MPO Policy Board made that supported the study but also expressed concern about the recent train scheduling changes for train service from Lynchburg, VA to Washington DC. Ms. Barlow stated that she spoke with Meredith Richards of CvilleRail. Ms. Richards expressed to Ms. Barlow that CvilleRail was preparing to express concern over the scheduling change and been looking for other organizations that also disagree with the scheduling change.

Ms. Barlow explained the new train service was originally scheduled for arrival in Washington DC at approximately 8:30 in the morning. However the schedule was changed due to trackage competition and the new schedule is for arrival in Washington DC at approximately 11:30.

Mr. Lafferty asked what the committee could do to protest the schedule change. Ms. Barlow stated that the committee could vote on a resolution but that MPO Policy Board is already working toward a Resolution for this same issue.

Mr. Lafferty stated that a resolution from the CHART committee could only aid the process. Mr. Pfaltz asked when the MPO Policy Board would vote on the Resolution. Ms. Barlow said that the board would vote on the resolution at their regular meeting scheduled for June 24<sup>th</sup> 2009. Mr. Odell asked about the content of the MPO Policy Board's resolution. Ms. Barlow stated that the MPO Policy Board will diplomatically ask for the new service to return to the original schedule.

Mr. Pfaltz asked if Meredith Richards could forward the prepared statement to Mr. Lafferty and Ms. Seaman for their review and revision. Mr. Currie asked if the rest of the committee would have the chance to review and comment on the resolution. The committee members agreed that the committee would have the opportunity to review the resolution after Ms. Seaman and Mr. Lafferty reworked the resolution to work for the CHART committee.

**Upon a motion from Mr. Pfaltz, seconded by Mr. Odell, a Resolution to support the new rail service at the originally scheduled time was unanimously approved.**

Mr. Burke asked if the option for a resolution could be brought to other committees from the TJPDC such as CMC, in order for other committees to contribute their support. Ms. Barlow stated that the option could be presented.

Ms. Barlow provided a brief update on the RTA. She stated that the RTA Workgroup met again on May 14<sup>th</sup> 2009 to assess the current progress of the RTA. Planning on the RTA has slowed due to lack of funding.

Ms. Barlow also mentioned the RTA toolkit survey. The on-board marketing survey from the CTS Marketing Study will contribute to the survey work done specifically for the RTA Toolkit.

Ms. Barlow also reiterated the issue of scheduling the next committee meeting for September. Mr. Pfaltz agreed that September is a good time to have Mr. Watterson come in as a guest speaker.

The committee agreed to reconvene in September.

### **Update on the CTS Marketing Study and an Update on the RTA Toolkit RTA Toolkit**

Ms. Barlow presented an update on the Transportation Tomorrow forum an event held on May 21<sup>st</sup> 2009 at the Albemarle County Office Building located on Preston Avenue. At the event the findings from two transportation surveys distributed in the region, one a short form survey one a phone survey, were presented to attendees. The TJPDC staff requested that the South Eastern Institute of Research (SIR) perform a series of transportation-based surveys. Ms. Barlow discussed SIR's presentation which focused on the role of Transit in the region, potential transit enhancements, opinion on a regional transit authority, and efforts to improve public awareness of transit. Ms. Barlow also stated that the presentation is available on the TJPDC's website.

### **CTS Marketing Study**

Ms. Eissler presented highlights from the CTS Marketing Study. This study was implemented from March 14<sup>th</sup> to March 21<sup>st</sup> utilizing an on-board survey technique. The study focused on gaining information from CTS riders about who they were and what they thought of the service. This data was then utilized to determine the most successful methods of marketing CTS. The Marketing Study surveying process illustrated that CTS riders were highly satisfied with CTS' service. Other important features of the survey showed that about half of all riders were affiliated with the University of Virginia and that the majority of riders use CTS for commuting to school or work. Also a significant majority of riders were in favor of establishing an RTA in order to improve the transit system. The study concluded that three marketing changes were needed in order to make CTS more prevalent in the community; a rebranding of the CTS logo, better passenger information, and an advertising program implemented over a four-year period. Ms. Eissler stated that any detailed questions about the study should be directed to Kristen Gleason, the head of Marketing for CTS. She also stated that the full CTS Marketing Study presentation was available on the Charlottesville Tomorrow website.

Mr. Pfaltz commented that he was extremely impressed with the CTS Marketing Study and he thought the data should be used in order to create measures to see if the marketing campaign were affecting ridership.

#### **Other Business**

Mr. Lafferty mentioned that 2000 bicyclists with BikeVirginia will be in Charlottesville on June 19. BikeVirginia is a 5-day ride that will take the bikers to Scottsville, Culpepper, Orange and back to Charlottesville on Wednesday, June 24. The 2000 bikers will be staying at "tent city" on the athletics fields at Charlottesville High School on Friday and Saturday nights.

BikeVirginia will be teaming up with the Boys & Girls Club of Charlottesville to promote bicycle safety and will be featured on the downtown mall at Fridays After Five on the June 19<sup>th</sup> as well.

#### **Matters from the Public**

There were no additional matters from the public.

**The meeting was adjourned.**