



**Charlottesville-Albemarle Metropolitan Planning Organization  
of the Thomas Jefferson Planning District Commission**

POB 1505, 401 E. Water St, Charlottesville, VA 22902 www.tjpd.org  
(434) 979-7310 phone • (434) 979-1597 fax • info@tjpd.org email

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**UnJAM Update Talking Points  
CHART Citizen's Committee Meeting  
September 5, 2007**

This document outlines potential talking points for the September agenda items. These talking points are intended to facilitate discussion, however discussion need not be limited by the talking points suggested below. The discussion will provide staff with direction as to how to proceed with further work on the UnJAM update.

**TOPIC: Fuel Prices and Travel Demand**

**MATERIALS:**

1. Hampton Road PDC Fuel Prices Power Point
2. U.S. DOT Transportation Model Improvement Program Report
3. Local data describing the relationship between carpool applications and gas prices

Talking Points:

- How do these resource address the issues the committee has previously suggested for a section addressing rising gas prices? Are there new issues/concepts/themes that can or should be addressed? The previously suggested issues include:
  - Explore how higher gas prices would affect transit and outlying communities (such as Fluvanna or Greene County).
  - Include a series of stories about how behavior might change if gas went up
  - Include a series of stories of how rising gas prices have already impacted family budgets
  - Strategies should address a solution if gas does go up.

**TOPIC: FY08 "Game Plan" for Updating UnJAM 2025**

**MATERIALS:**

1. Updated schedule and milestones summary
2. Overview of public process to develop UnJAM 2025
3. Summary of Socioeconomic Data from UnJAM 2025
4. Map of District boundaries in the MPO
5. Summary of Transit-Related Plans and Studies in the Charlottesville-Albemarle Area Summary of Public Involvement in Transit-Related Plans and Studies [included in August packet]

Talking points:

- Do the forecast projections seem reasonable? Why?
- Do any of the forecast projections seem surprising or unlikely? Why?
- Are there any common themes/concepts that emerge from these materials that UnJAM 2025 does not currently address? If so, how might they best be addressed in the UnJAM update (i.e. create a new section or enhance/revise an existing section)
- Do any new themes/concepts/ideas appear to be inconsistent with the Vision and Goals in UnJAM 2025? If so, how might the Vision and Goals better capture these new themes?
- What revision (if any) to the Vision & Goals is appropriate/necessary based on events (e.g. population, land use, transportation) between 1998 and 2006? How should these be captured in the updated document? How should these be described during the public workshop process?