

# **Prioritization Subcommittee Meeting Minutes April 28, 2016 Land of Sky Regional Council Offices**

## **ATTENDING**

Josh O'Conner, Buncombe County  
Julie Mayfield, City of Asheville  
Josh Harrold, Town of Black Mountain  
John Dockendorf, Village of Flat Rock  
Matt Champion, Henderson County  
Jerry Vehaun, Town of Woodfin  
Elizabeth Teague, Town of Weaverville

## **Non-Voting**

Tristan Winkler, FBRMPO  
Brendan Merithew, NCDOT TPB  
Vicki Eastland, LOSRPO  
Mariate Echeverry, City of Asheville  
Kristina Solberg, NCDOT Division 13  
Ed Greene, NCDOT Division 14  
Autumn Radcliff, Henderson County  
Ritchie Rozzelle, Land of Sky  
Ricky Tipton, NCDOT Division 13

## **I. Welcome and Housekeeping**

### **I-A Welcome and Introductions, Approval of Agenda**

New Members and returning non-voting members give their introduction. The Agenda is approved.

### **I-B February 22, 2016 Minutes**

Minutes from February 22, 2016 are approved.

## **II. Public Comment**

No public comment at this time.

## **III. Business**

### **III-A Welcome New Members & Subcommittee Officers**

Tristan Winkler provides an introduction to subcommittee structure and purpose. Josh O'Conner is re-affirmed as the Subcommittee chair, Elizabeth Teague as the vice-chair.

Autumn Radcliff suggests the future use of Subcommittee Member name cards.

Julie Mayfield asks whether absent voting members may assign their votes to present members. This is a no, based on the current bylaws.

### **III-B SPOT Prioritization Results and Changes**

Tristan Winkler gives a refresher/introduction to the Prioritization process, noting that SPOT Scores were delayed from their stated release date of April 1, 2016 to April 19, 2016. This will push completion of MPO scoring to June 23<sup>rd</sup> for the Board's final decision on the assignment of local input points.

#### **Statewide Mobility Projects**

In reviewing SPOT scores, Tristan Winkler notes that none of the FBRMPO's Statewide Mobility Projects will be funded in the round. The highest scoring Statewide project, the Blue Ridge Rd. Interchange, missed the 76.67 points necessary for this round's funding by approximately 10 points. In presenting this news, the point was made that the MPO did very well in the previous round of prioritization of Statewide scoring.

Autumn Radcliff and Julie Mayfield each ask clarification questions regarding the potential for cascading Statewide projects to Regional Impact Projects. Tristan Winkler noted that per the MPO's methodology, the requests come from county-level meetings, but the decision to cascade is made by the MPO Board.

### Regional Impact Projects

In discussion of Regional Impact Projects, Tristan Winkler explains that scoring methodology comprises a total score constituted by SPOT Scores (70%), Division Engineer Points (15%) and MPO Points (15%). FBRMPO and LOSRPO are currently meeting with constituent county committees to receive their project rankings, noting that the tight grouping of SPOT scores on MPO projects means that local priority points will be influential this round in determining which projects receive funding. Tristan Winkler will report the outcome of local priority points at the next subcommittee meeting.

### III-C MPO Public Outreach for SPOT Prioritization

Public comment for this round of prioritized projects will begin in late May or early June. It is noted that public comments in the previous year were few. Tristan Winkler introduces ideas for marketing/outreach efforts to solicit more public involvement. The leading tactic is a coaster, meant to be distributed throughout the region, which asks for public input via a QR code and short-URL that links the user to the public comment page of the MPO website. Also introduced is an option to purchase ads to play prior to films in movie theaters throughout the region, but this options seems cost prohibitive and movie theatres may be lacking in geographic distribution. The coasters are generally well received.

Autumn Radcliff suggests using radio spots, Josh O'Conner suggests that press releases be written like a news story, so as to be more readily picked up by news outlets. He clarifies that releases could include quotes, stats, and specific examples of projects at stake.

Autumn Radcliff asks how user-friendly the public comment process will be. Julie Mayfield recommends including on the input page an explanation of ranking. She recommends the removal of extraneous information from the SPOT point totals. Autumn Radcliff recommends splitting projects into county-specific lists, such that the public can quickly weigh in on projects relevant to them. The group discusses the importance of regionalism- projects close to residents should be easy to find, but input on projects across the region should be welcomed. Mariate Echeverry and Autumn Radcliff stress the importance of the public comment page being smart-phone friendly. Mariate Echeverry asks how disenfranchised citizens will be reached, to which Tristan Winkler noted past person-to-person outreach at transit stations, but staff time will be limited. Josh O'Conner recommends the use of Google Forms, rather than something coded directly on the MPO website, because it allows for mobile-friendly usage and allows for the easy duplication of forms so that each outreach effort can have its own entry point, making for an easy assessment of the most used/successful outreach efforts. Mariate Echeverry requests that public input pages be translated into Spanish. Josh O'Conner suggests that Facebook promoted posts offer a good return on their cost. Facebook posts could be made on the pages of affiliate groups and promoted using the MPO's budget. Mariate Echeverry suggests the creation of a post-card/handout.

### III-D Metropolitan Transportation Plan Amendment

Tristan Winkler provides background information on why amending the Metropolitan Transportation Plan (MTP) 25-year planning document might be considered. Chief among these reasons is the fact that over 50% of projects in the current round of SPOT evaluation are not considered in the MTP.

Tristan Winkler proposes a potential adjustment to the MTP which amounts to a recalibration of fiscal forecasting to be based on the SPOT prioritization process with distribution based on county populations as well as updated fiscal forecasting accomplished by the inclusion of projects currently in the SPOT prioritization process that were not previously considered in the MTP.

Discussion and weighing of the overall need to revise the MTP included a note by Kristina Solberg that an MTP would of alignment with SPOT may not be irregular, and rather the 5-year intervals for MTP updates may represent a breakage in the process. Julie Mayfield echoes Tristan Winkler's assertion that an MTP missing over 50% of regional and Division Needs projects is an issue. Brendan Merithew suggests consulting with the Federal Highway Commission and reaching out to other MPOs that have used SPOT as part of their financial forecast.

Tristan Winkler proposes that an amendment to the MTP proceed and asks whether the subcommittee would be willing to contribute its effort toward said amendment. Julie Mayfield voices support for the fiscal analysis and recalibration proposed, with a potential chapter added to the MTP detailing added and shifting SPOT projects, to come at a later date. The subcommittee, through casual questioning, acquiesces to this plan.

Tristan Winkler will bring a more finalized version of the updated Fiscal Forecast to the next meeting.

#### **IV. Announcement, News, Special Updates**

None were offered.

#### **V. Topics for Next Meeting**

- County SPOT project rankings and outcomes.
- Public input materials and plan.
- MTP amendment update.

#### **VI. Public Comment 2**

None were offered.

#### **VII. Adjournment**

The meeting is adjourned.