

**French Broad River MPO  
Prioritization  
Subcommittee  
Meeting Minutes  
June 5th, 2024**

**ATTENDANCE in Person or Remote  
Voting Members**

William High, Buncombe County  
Autumn Radcliff, Henderson County  
Archie Pertiller, Town of Black Mountain  
Jessica Morris, City of Asheville  
Elizabeth Teague, Town of Waynesville  
Anthony Sutton, Town of Waynesville  
Catherine Cordell, Town of Weaverville

**Non-Voting Members**

Tristan Winkler, FBRMPO	Stephan Sparks, NCDOT Div 13
Hannah Bagli, FBRMPO	Steve Williams, NCDOT Div 14
Daniel Sellers, NCDOT – TPD	Jon Barsanti, FBRMPO
Asha Rado LOSRC, Minutes	Mike Malecek, Town of Mills River
Janna Bianculli- Henderson County	Joel Strickland, McAdams
Vicki Eastland, LOSRPO	Chris Medlin, NCDOT
Emily Scott-Cruz, McAdams	David Wasserman,
Chris Deyton, NCDOT Div 13	Kory Price, NCDOT Intern
Lucy Crown, City of Asheville	Suzette Morales, FHWA
Teresa Robinson	

**WELCOME AND INTRODUCTIONS**

Elizabeth Teague started the meeting at 9:31 AM with introductions. A quorum was announced, and roll was called.

**PUBLIC COMMENT**

Elizabeth Teague opened the floor for public comment. No comments were heard.

**APPROVAL OF May 2024 MINUTES AND AGENDA**

***Anthony Sutton moved to approve the May 2024 meeting minutes and the agenda. Catherine Cordell seconded the motion which passed unanimously upon a roll call vote.***

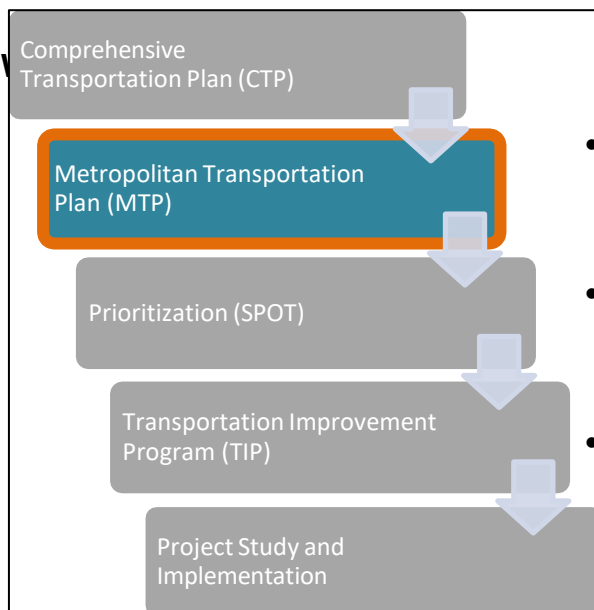
## BUSINESS

### 4A. 2050 MTP Kick-Off

#### 2050 Metropolitan Transportation Plan (MTP)

##### Very Brief Overview

The Metropolitan Transportation Plan (MTP) is a federally-required planning document that MPOs are required to update and maintain to reflect planned transportation investments in the region over the next twenty-five years. The MTP is required to be fiscally constrained, meaning that projects in the MTP have to be reasonably expected to work within projected revenues. The French Broad River MPO is required to update its MTP every five years with the last update completed in September, 2020 (not including amendments.)



- Projects requiring federal actions or federal funds cannot proceed without being in the MTP
- Provides a realistic roadmap to the region's next 25 years by looking at current and projected challenges and opportunities
- Helps to explore links between transportation and land use
- Provides an opportunity to revisit regional priorities
- Involve the public and other stakeholders in regional transportation planning

## General Summary for Today

- The MPO has hired a team led by McAdams to develop the 2050 MTP
- The scope of work includes revisiting identified needs, prioritizing projects, incorporating planning factors, analyzing environmental justice concerns, and engaging resource agencies, stakeholders, marginalized communities, and the public in the process
- The McAdams team will present on the project schedule for the MTP as well as the Public Involvement Plan

## FBRMPO 2050 MTP

### Public Involvement Plan

The French Broad River MPO 2050 MTP public involvement plan will be used to guide the engagement process throughout the development of the MTP. It is intended to be a guide and a living document that can adjust to the needs of the MPO.

### Purpose

The purpose of this community engagement plan is to:

- > Inform the community on the proposed planning process for the 2050 MTP.
- > Provide an overview of prior community involvement.
- > Gauge public interest in the planning process.
- > Understand where the community desires transportation network improvements throughout the FBRMPO planning area.
- > Understand how the community would like to see the transportation network develop in future years.
- > Phase and prioritize transportation projects for future investment and development.

### Public Involvement Methods

The McAdams team will use a variety of techniques including:

- > Project Website
- > Social Media

- > Email Blasts
- > Media Releases
- > Pop-up Events
- > Small Group Meetings
- > Surveys
- > Online Interactive Mapping Tools & Exercises

Opportunities					
Techniques	Goals + Objectives	Candidate Projects	Fiscally Constrained Project List	Ongoing Education	Draft 2050 MTP
Website	●	●	●	●	●
Social Media	●	●	●	●	●
E-Blasts	●	●	●	●	●
Media Release	●	●	●		●
Public Meetings	●	●	●	●	
Pop-up Events	●		●	●	●
Small Group Meetings		●	●		
Surveys	●		●		
Online Interactive Mapping		●	●		

## Stakeholder/Agency Outreach

Stakeholder outreach will be designed to extend throughout the planning process. Key stakeholders in the region will be convened in virtual Focus Groups, with up to 8 virtual meetings for stakeholders over the course of the 2050 MTP development. The following organizations will be included in the outreach and Focus Groups:

### > **Transportation and Community Service Providers**

- Transit Agencies / Local Transportation Staff

- Asheville Rides Transit (ART)

- Apple Country Public Transit

- Madison County Public Transportation Authority

- Haywood Public Transit

- Mountain Mobility

- Freight Stakeholders

- Norfolk Southern

- Local and Regional Airports

- Asheville Regional Airport

### > **Civic Organizations**

- Bicycle and Pedestrian Advocacy Groups

- Asheville on Bikes

- Housing Authorities

- Faith-Based & Volunteer Organizations

- Environmental Advocacy Groups

- MountainTrue

### > **Economic Development**

- Chambers of Commerce

- Business Associations/Stakeholders

- Large Employers / Traffic Generators

- Biltmore Estate

- Sierra Nevada

- Mission Health

- Pratt and Whitney

- Eaton Corporation

- Pardee Memorial Hospital

- Park Ridge Health

- Wilsonart LLC
- Blue Ridge Community College
- Meritor
- Mars Hill University
- Consolidated Metco
- Giles Chemical
- Career/Workforce
- > **Elected Officials**
  - City Councils/Mayors
  - State Legislators
  - Planning Commissions
  - Transportation and Public Works Committees
- > **Public Agencies**
  - Local Government
    - Emergency Services
- Law Enforcement
- Health Departments
- Schools
- Parks and Recreation Departments
- State/Federal DOT
- Environmental Resource
  - Asheville-Buncombe Air Quality Organization
- Housing Authorities /Advocacy Groups
- > **Area Residents**
  - Homeowners Associations
  - Community Associations
  - Historically Under-Represented Groups<sup>1</sup>

Throughout the development of the 2050 MTP, the FBRMPO Technical Coordinating Committee and Board will be updated on the status of public involvement. The McAdams team will coordinate with FBRMPO staff to identify additional stakeholders to include in the process. Stakeholders will be able to participate in Public Meetings, virtual Focus Groups, and through Community Outreach efforts further described hereafter.

The 8 Focus Groups will be determined with input from the Steering Committee and dates will be set following that coordination. It is anticipated that there will be one Focus Group

held for each category of stakeholders and two catch-all meetings for stakeholders who could not attend the meeting that corresponds to their categorization.

## Public Meetings

The McAdams team proposes to hold 4 phases of public meetings (with *up to* 3 meetings per series) to inform and engage the public. A description of the phases is detailed below:

### > Phase 1: Define Our Vision

- This will occur in **July 2024**, with an in-person event in either Canton/Waynesville or Mars Hill.
- *Guiding Principles*: How we approach the process
- *Vision Statement*: Where we want to be
- *Goals & Objectives*: What we want
- *Performance Measures & Targets*: How we will know if we got where we want to be

### > Phase 2: Evaluate Today's Network (Existing Conditions, Opportunities & Constraints)

- This will occur in **September 2024**, with the in-person component held in Henderson County (Apple Festival).
- *Status of the System*: What we have now

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<sup>1</sup> See **Environmental Justice and Community Outreach** section

- *System Deficiency Summary*: What needs to improve
- *Transportation Network Evaluation*: How it performs
  
- > Phase 3: Analyze Tomorrow's Network (Modeling, Scenario Planning, Preliminary Projects)
  - This will occur in **February 2024**, with the in-person component held in Mars Hill or Canton/Waynesville.
  - *2050 Model Runs*: What 2050 will be like based on trends
  - *Performance Based Scenarios*: Our possible futures
  - *Preliminary Projects*: Response to current and anticipated needs, proposed projects and scoring
  - *Strategy & Phasing Considerations*: How to work towards getting the network we want.
  
- > Phase 4: Build Our Roadmap (Implementation Plan, Financial Plan, 2050 MTP)
  - This will occur in **April 2025**, with the in-person component held in Asheville.
  - *Project & Strategy Recommendations*: What we need to build the desired network
  - *Phasing & Implementation Plan*: Specific steps to build the desired network and implement policy recommendations
  - *Financial Plan*: How it will be funded, matching costs with anticipated revenue
  - *Draft 2050 MTP*: Share draft MTP document

The feedback collected through the various public outreach methods will be considered in development of the plan and used in the decision-making process of what will be incorporated into the final report.

Comments received will be documented in the final report, which will then be presented to the FBRMPO TCC and MPO Board meetings for a public hearing. Public meetings will be held at various locations around the FBRMPO Planning Area to ensure that residents across the region have the opportunity to provide input. The Working Group will decide



specific locations, dates, and times. FBRMPO staff will be responsible for reserving the public meeting venues and publicizing the public meetings. The McAdams team will also utilize a digital survey platform for virtual public engagement throughout the life of the project and will create a chapter of the final report summarizing the public input received.

## Digital Engagement

Content for a project website will be provided by the McAdams team and hosted by the FBRMPO. Additionally, social media platforms will be utilized, and social media content provided, online and hard copy paper surveys created, and virtual engagement opportunities hosted as available and identified within the MTP PIP. Media content developed for the MTP will be translated into languages other than English when appropriate as outlined in the FBRMPO's Title VI Plan. The FBRMPO's Title VI Plan identifies that within the Asheville MSA, 5.12% of the population speaks Spanish or Spanish Creole, and of that percentage, 2.69% speak English less than "very well." As such, McAdams anticipates the need to provide social media materials in Spanish as well as in English.

## Environmental Justice and Community Outreach

The McAdams team will identify community partners and organizations within or serving environmental justice and underrepresented communities. We will collaborate with these partners to develop a targeted engagement strategy, using events, networks and techniques that the communities are already familiar with to distribute information and obtain feedback to ensure their meaningful representation in the MTP development process. The McAdams team will ensure that the targeted EJ engagement strategy developed is easily adapted so that if initial strategies do not result in sufficient engagement

from EJ communities alternative methods will be explored. The team anticipates that EJ engagement strategies will prioritize methods to overcome traditional barriers to inclusion, such as accessibility (ADA, transit-accessible), resources (childcare, food, transportation, etc.), language, and access to technology. Furthermore, the McAdams team will identify stakeholders conducting outreach in the targeted areas and coordinate with those stakeholders to the extent possible.

## Environmental Justice (EJ) Communities

Inclusive public outreach and offering equitable opportunities to provide input is a key component of the engagement efforts associated with MTP development and is also a required component of the metropolitan transportation planning process. FBRMPO is committed to encouraging and facilitating public engagement for Environmental Justice (EJ) communities and ensuring events and activities are accessible for these community members.

EJ Stakeholders may include:

- > Community organizations
- > Faith-based organizations
- > Latino community leaders

EJ locations may include:

- > Churches
- > Barbershops
- > Libraries

When engaging with EJ communities, it is important to make sure that they are heard. One way to ensure this occurs is to connect with ambassadors who have existing relationships with Communities of Concern. In order to advance equity and inclusion within the context of the 2050 MTP, the consultant team will aim to apply the Government Alliance on Race and Equity (GARE) framework. It is recommended that the FBRMPO connects with and presents at an upcoming City of Asheville Community Reparations Commission meeting in the summer of 2024.

Among the groups that the consultant team will connect with early in the process to build relationships and identify ambassadors for EJ communities are:

## **Buncombe County**

- > Local Government
  - Department of Equity and Inclusion for the City of Asheville
    - Sala Menaya-Meritt, Director ([smenaya-merritt@ashevillenc.gov](mailto:smenaya-merritt@ashevillenc.gov))
  - African American Heritage Commission
- > Nonprofit Organizations
  - Christine W. Avery Learning Center
  - The State of Black Asheville
  - YMI Cultural Center, Inc.
  - Center for Participatory Change
  - Asheville-Buncombe Community Land Trust
  - Hood Huggers International
  - Asheville Racial Justice Coalition
  - Asheville-Buncombe Institute of Parity Achievement\

- BeLoved Asheville
- Building Bridges of Asheville, NC
- Green Opportunities
- Southerners On New Ground
- Eagle Market Streets Development Corporation, CDC
- > **Businesses**
  - PennyCup Coffee
  - Noir Collective AVL
  - Asheville Cake Lady
  - Haywood Lounge
  - Tiger Bay Café
  - Hummingbird Candle Co.
  - The Block
- > **Neighborhood Groups**
  - Shiloh Community
  - Burton Street Community
  - Hill Street Community
  - Stumptown
  - East End/Valley Street Neighborhood Association
- > **Churches**
  - St. Matthias Episcopal Church
  - St. James African Methodist Episcopal (A.M.E.) Church
  - Hill Street Missionary Baptist Church
  - St. John Missionary Baptist Church

- Unitarian Universalist Congregation of the Swannanoa Valley

## **Henderson County**

- > Diversity & Inclusion Advisory Committee for the City of Hendersonville
- > Henderson County's Black History Research Committee
  - Ronnie Pepper ([pepper@blackhistories.org](mailto:pepper@blackhistories.org))
- > Churches
  - Shaw's Creek A.M.E. Zion Church
  - Star of Bethel Baptist Church
  - Mud Creek Missionary Baptist
  - Union Grove Baptist
  - Angel of Love Holiness
  - Mt. Zion Baptist
- > Neighborhood Groups
  - Beacock Town Community
  - Black Bottom Community
  - West End Community
  - Brooklyn/Green Meadows Community
- > Nonprofits
  - Hola Carolina
  - True Ridge
  - Blue Ridge Literacy Council
- > Businesses
  - Dred Life Kitchen

- Sweet Thangs
- Carolina Cutz

### **Haywood County**

- > Pigeon Community Multicultural Development Center
- > The Community Foundation of Western North Carolina
- > Haywood Pathways Center
- > SCORE
- > Folkmoot USA
- > Affordable Home Ownership, Inc.

### **Madison County**

- > Madison County Racial Justice Coalition
- > Community Housing Coalition
- > La Esperanza
- > Mars Hill University Center for Diversity, Equity, and Inclusion
- > Mars Hill United Methodist Church
- > Episcopal Church of the Holy Spirit

### **Community Survey**

- > The purpose of the public survey is to:
  - Introduce the project and gauge public support.
  - Solicit and compile public comment on destinations, opportunities and challenges, user preferences, and route preferences.
  - Fulfill requests for information.
  - Develop an email contact list for interested parties.

- > Survey Questions - Draft survey questions provided in separate document. Survey questions to be determined following coordination with Steering Committee members.
  - Transportation Network Needs (corridors with opportunities for improvement or current constraints/concerns)
  - Current Facility User Preferences (frequency of use, type of use, and comfort level)
  - Desired Destinations (recreational, civic, retail, school)
  - Commuting Patterns (home and work zip codes, modes of transportation)
  - Demographics (age, gender, race/ethnicity, income, access to vehicles, and disability)
  
- > Survey Timeline: **September – October 2024**
  - Proposed survey launch: September/October 2024 – exact dates to be determined in coordination with the FBRMPO staff and Steering Committee members.
  - The survey will be open for public comment for at least 21 days.
  
- > Survey Format + Distribution:
  - Online Survey Platform (PublicInput.com with interactive mapping component) to be linked on the FBRMPO's website.
  - PDF copy provided for paper copies of the survey to be distributed by FBRMPO staff and Steering Committee members.

- Communications materials to be provided for survey distribution: flyer, sample social media posts with images, and press release.

## Draft Study Review

- > The draft study will be provided to Steering Committee members and the public for review and final comments.
- > Draft Review Timeline:
  - Release of the Draft Study is proposed for May/June 2025, but exact dates to be determined based on project schedule.
  - The review period will be open for Steering Committee members for at least 14 days.
  - Following Steering Committee member review, the review period will be open for the public for at least 14 days.
- > Draft Study Distribution:
  - A PDF link of the draft study to be provided to Steering Committee members via email, and the pdf study should be linked on the FBRMPO's website for public review.

## Project Webpage

- > A project webpage will be posted to the FBRMPO's website. The following project overview and updates will be provided by the project team at set intervals based on the project schedule:
  - Project Overview and Schedule
  - Study Area Map
  - Existing Conditions Maps



- Community Survey Link
- Survey Results
- Steering Committee Meeting Presentations
- Public Meeting Presentation
- Draft MTP

Discussion occurred around in terms of evaluating, can we make sure we are paying close attention to growth and development and the pocket of housing needs and the connection of where we have to bridge the link between people and jobs, kids and schools. WNC is looking at a huge influx in people. If we do this plan and not really seriously look at the context of growth than we won't have done our job. The ongoing efforts is the socio economic model, having both the SSFA plan and the socio economic projection studies, it allows for the future growth scenarios.

### **Information Only**

Presented by Joel Strickland and Emily Scott-Cruz of McAdams consulting.

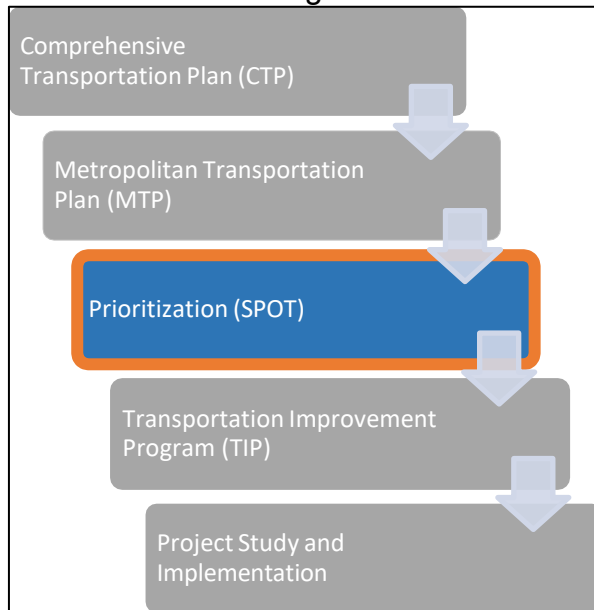
Discussion on if we would have a separate committee for the MTP but it has been decided that the MTP will be discussed during the monthly Prioritization committee meetings.

## 4B. P 7-Draft Local Input Points for Regional Impact Projects & P 7

### Update

#### **P 7 – Draft Local Input Point Assignment for Regional Impact Projects Very Brief Overview**

The Prioritization Process (AKA SPOT, AKA P 7) is the process in North Carolina that helps determine the majority of transportation improvements across the State. The process is dictated by the Strategic Highway Investments Act (STI) of 2012 and is generally designed to be a data- driven, transparent process to determine what transportation projects are funded or not. MPOs are engaged throughout the process to submit projects for consideration (along with Divisions and RPOs) as well as local input points that are used to boost the scores of projects competing for Regional Impact or Division Needs funding.



#### **Action Items for Today**

- Overview of the Public Survey that was done across the five-county area for P 7 considerations
- Recommend which projects should receive Draft Local Input Points in the Regional Impact tier

Discussion occurred on why all the regions can't lump their budgets together, STI stipulates individual buckets that each geographical location can use, it would be legislative action to make it spread around.

Discussion around balances for Div 13 and 14.

Discussion occurred around gas tax that brings money into the budget, but most of the money comes from the federal government. What money gets used on local/regional? NC the total budget is 75% state revenues and 25% federal revenues and that is total budget that go for maintenance/operations and capital improvements. 100% of the federal funds go to capital improvements and 50% of the state funding goes to capital improvements and half to maintenance/operations.

Alt #4 would be Alternative #1 with addition of one Haywood and one Madison project. Discussion over which Haywood projects would be a good choice for this addition.

***Elizabeth Teague moved to recommend Alternative #1 with adaption of adding Haywood 19/23 and Madison 213 to the TCC and Board the Local Input Point Assignment for Regional Impact Points. Archie Pertiller seconded the motion which passed unanimously upon a roll call vote.***

## PUBLIC COMMENT

Elizabeth Teague opened the floor for public comment. No comments were heard.

## ADJOURNMENT

Elizabeth Teague adjourned the meeting at 11:06AM.

***Anthony Sutton moved to adjourn. Archie Pertiller seconded the motion which passed unanimously.***

