

# Capital Area Metropolitan Planning Organization

## Retreat

*February 10, 2005*

# ***Key Outcomes of the Capital Area Metropolitan Planning Organization's Retreat***

## **REGIONAL VISION AND PLAN**

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- Develop Partnership that Thinks Regionally and Provisions so Localities can Act Regionally
- Adopt Region-Wide CTP and Vision for Multi-Modal Network

## **EDUCATION/CAPACITY BUILDING**

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- Members, Elected Official, Public, Staff
- Tool Kit/SIM City
- More Public Involvement/Improved Communication

## **INCREASE INFLUENCE**

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- Legislative Agenda and Lobbying
- Incentives for Change
- Multi-modal and Air Quality Issues

## **STRONG ORGANIZATIONAL FRAMEWORK**

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- Advisory Groups
- Define and Implement New Structure

## **CRITICAL NEXT STEPS**

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1. Memorandum of Understanding
2. Finalize Strategic Plan
3. Education and Outreach to New Members and Private Partnerships
4. Complete Phase I of CTP (Roadway and Bike)
5. Begin Phase II (Transit)

## ***The Process***

NCAMPO desired to establish clear and compelling 5 year strategic goals for the Capital Area MPO and a more detailed one year work plan. They further wanted to unify CAMPO members around a common direction and to build alignment toward it. To accomplish this, a retreat was held on February 10, 2005 from 9:30am–3:30pm at Lake Wheeler in Raleigh.

The one-day session combined traditional strategic planning with vision, graphic facilitation and group process – tapping into team knowledge of the past and present to build the future.

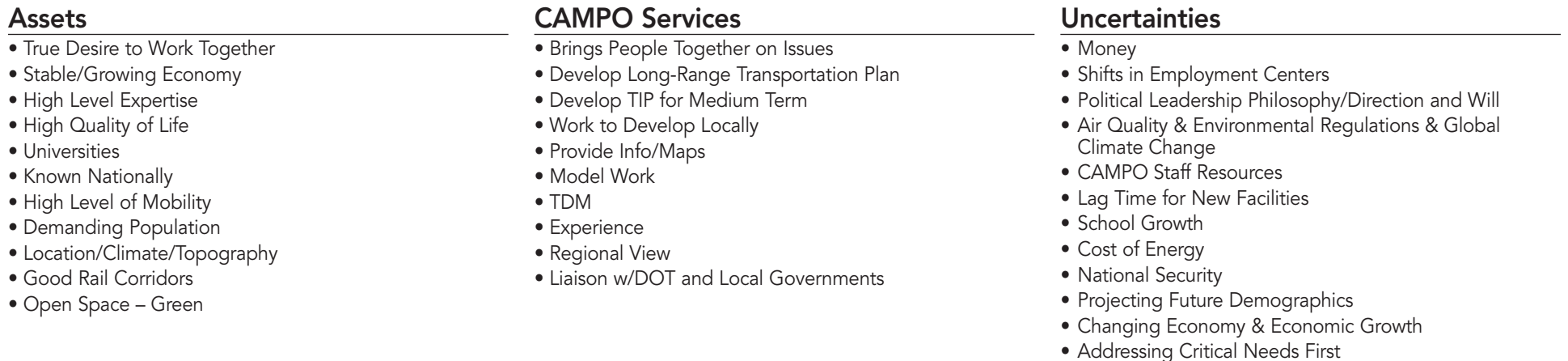
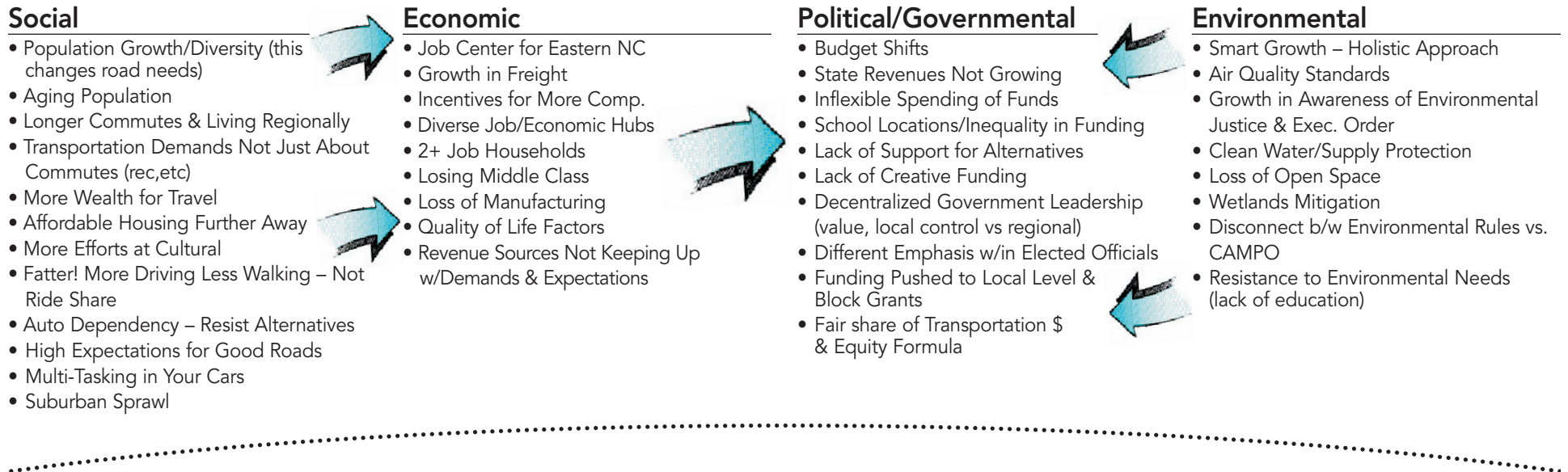
Fountainworks employed a facilitative approach to the strategic planning session, creating a framework for all members to listen and learn, so they could see the big picture, create a common vision together, and begin to develop a game plan with clear strategies.

A follow-up meeting was held the next month with a sub-group to build upon the key themes and focus areas identified at the retreat. This meeting culminated in the four focus areas and the five urgent steps identified at the beginning of this report.

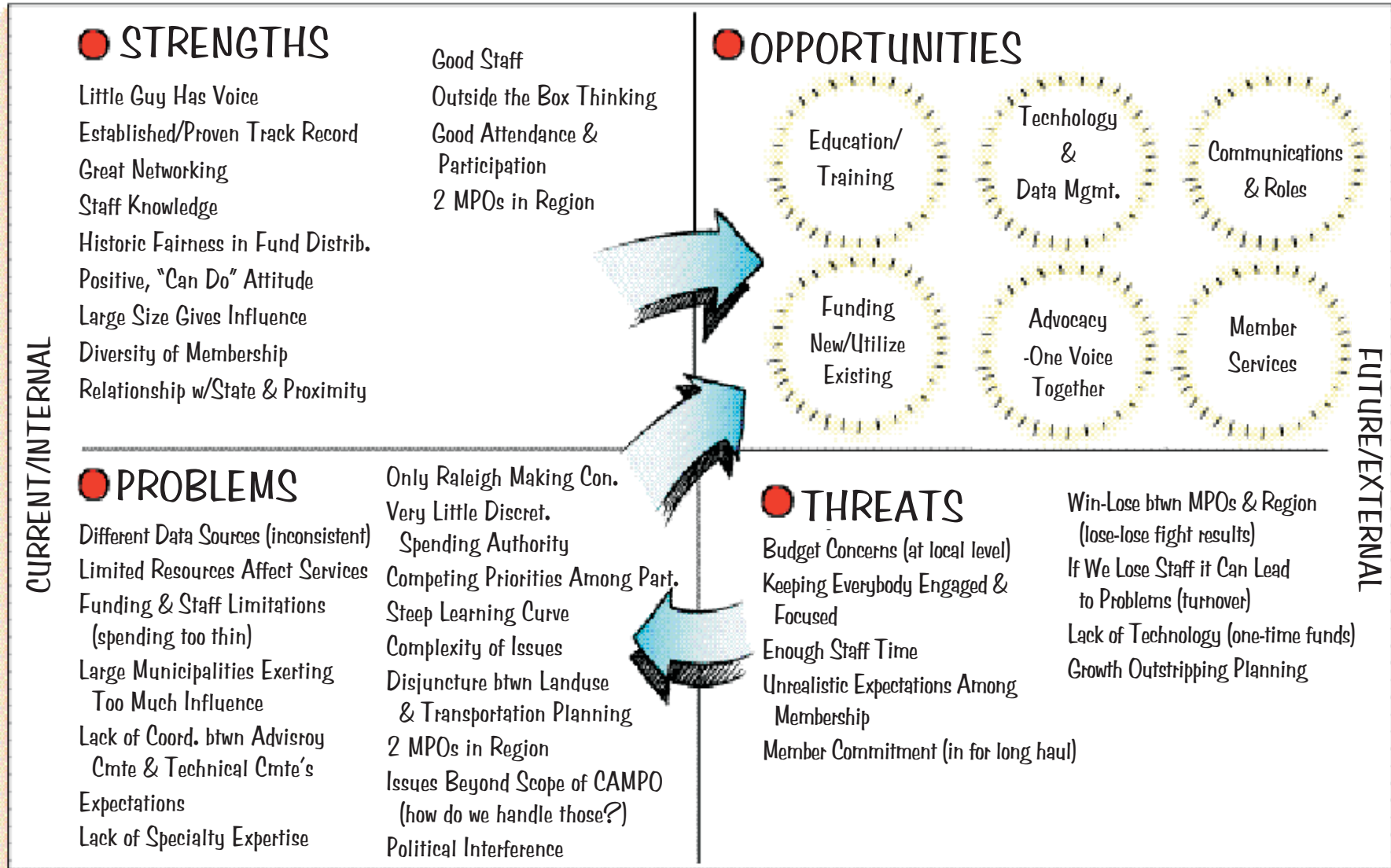
# CAMPO Context Map

Together the team assessed their current situation. They identified key trends in social, economic, political/governmental, and environmental areas, as well as their assets, services, and uncertainties that may affect their work.

Building off of their collective wealth of knowledge, members were able to better understand and respect the complexities of their shared environment within the context of their organization.



# NCAMPO SPOT – Strengths, Weaknesses, Opportunities and Threats



After assessing their external environment, the SPOT brought internal focus to the team. Strengths and Problems were identified. The team then brainstormed how to turn these into opportunities for the future and identified threats to pursuing the opportunities. This generated both insights and options, and helped the team begin to determine capabilities and strategies for the future.

# How We Get There: Focus Areas and 5 Bold Steps



The team was asked to imagine it was five years in the future, NCAMPO has been wildly successful, and they are on the cover of a prominent magazine. Working in small groups, they were asked to design a cover story for a magazine of their choosing, including the title and content of the story, pictures, quotes, and sidebars. This enabled members to turn their attention and imaginations toward their desired future and develop a set of first draft ideas for their vision. Now the team was ready to pull all of their work together and focus on the high-level strategies needed to reach its vision. Considering its mission and vision, the team identified several key focus areas action steps the needed to take to achieve their objectives. These steps became the basis for the sub-group follow-up work.

# Ideas For Sub-Group Follow-Up

## Strong Organizational Framework

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- Define role and membership of TCC standing committees (i.e., Transit, Bike/Ped, etc.)
- Dedicated liaison for each member community
- Link Triangle Regional Model team with newly created Logistics School at either UNC, NCSU or Duke
- CAMPO Needs: the TCC should be separated into 5 stakeholder groups – (1) Bike/Ped; (2) Transit; (3) Freight; (4) Model; (5) Public Involvement
- Get Ed “in the pink”
- Develop more specialized technical groups (transit, ITS, freight, etc.)
- More advisory groups
- CAMPO staff to visit members on an annual basis
- Increase coordination with surrounding RPOs by including them as non-voting members
- Develop advisory group that targets specific interest or tasks (e.g., Bike, Citizen, Transit)
- Seamless transportation from all sorts of transportation
- Shift STP DA funds to more staff

## Increase Influence

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- Public information, outreach and publicity campaign, a.k.a. branding
- Legislative lobbying
- Establish Think Tank with the largest MPOs
- Must be done through partnerships with other groups, e.g., RTA, Metro Coalition, other Triangle MPDs and RPOs
- Actively engage all members by improving two-way communications
- Promote/advertise CAMPO accomplishments and successes
- Regularly brief papers on transportation issues
- Continue coalition-building with DCHC TAC and Legislative body
- Establish independent organization with charismatic leader
- Send staff to DCHC MPO/RPO meetings
- Create “Swift Transit Veterans for Truth” independent lobbying campaign (CMAQ-eligible?)

## Education/Capacity Building

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- Streamline and standardize data collection process
- Direct interface with Wake County Schools on planning and transportation issues
- More (keep having) joint/regional type meetings-like Mr30 mtgs at Longistics that give opportunities for discussing transportation issues and informing folds
- Poll “ask” members on training needs
- Create a school of Logistics at either NCSU, UNC or Duke
- Study transportation planning “capacity” and new local governments
- Training for new and/or old members on MPO process and procedures
- “Wall off” (devote) resources (money and staff time) for this, or it will become low priority
- Organize training for all members and document it
- Expand web site to “explain” more to public
- Dedicated funding source
- High school seminars

## Regional Vision

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- Commit to very high quality product and tie it to land use and funding by working with partners
- Provide unified leadership for regional transit planning
- Multi-modal plan funding package to voters by 2010 (5 years)
- Multi-modal transportation plan for referendum by 2010
- Better land use planning for transit
- Devote time and staff resources to CTP
- Long-term merge MPOs
- Define long-range transit options for corridors
- Coordinate regional transit vision
- Regional HOV lanes for commuting
- Commit to a timeline for creating CTP (each element needs a timeline)

## Other Ideas for CAMPO

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- Participation/staff assistance from members (assume workload tasks)
- Improved web site – more info
- How to solicit public comments from “at-risk” populations (elderly, disabled, low-income and minorities) who have no way to get to public meetings.  
Solution: Wake County provides free trips to public forums
- County-based demand-response transportation services are well-positioned to provide feeder services to bus and rail systems
- Funding MDC/AVL technology for demand-response service will increase productivity as well as responsiveness to demand from public. Will also facilitate coordination of feeder services with bus and rail.