

ITEM 12 - Information

December 17, 2014

Update on the TPB Community Leadership Institute

Staff Recommendation: Receive briefing on the origin and purpose of the Community Leadership Institute, and the role it plays in the TPB's public involvement program.

Issues: None

Background: In November the 13th session of the TPB Community Leadership Institute was held. The CLI is a three-day workshop that encourages community activists to "think regionally and act locally" when they get involved in transportation decision making.



NATIONAL CAPITAL REGION

TRANSPORTATION PLANNING BOARD

MEMORANDUM

TO: Transportation Planning Board
FROM: John Swanson, Principal Transportation Planner
SUBJECT: Background on the TPB's Community Leadership Institute
DATE: December 11, 2014

The 13th session of the Community Leadership Institute was conducted on November 6, 12, and 15, 2014. This memorandum provides background on the program's purpose and approach.

Overview: What is the CLI?

The TPB's Community Leadership Institute is a three-part workshop in which participants learn how transportation decisions are made in this region and how community leaders can make a difference.

Since it began in 2006, the CLI has brought together more than 250 participants from all the TPB's member jurisdictions. Approximately 20 individuals are invited to each session. They typically represent organizations that have been recognized as forces for change in their communities, including civic groups, local advisory boards, neighborhood associations, business organizations, and other advocacy interests.

The workshops use interactive exercises and discussions to help participants better understand regional challenges and strategies for effecting change. At each step of the way, participants discuss ways in which the interests of their local communities connect with planning issues facing the entire region. By providing this big-picture context, the CLI encourages participants to "think regionally and act locally."

Interactive approach

The CLI includes three sessions – two weekday evenings and a Saturday morning. The program uses exercises to simulate real-world challenges and relationships. A role-playing exercise puts participants in the middle of a fictitious (but familiar) local planning process that involves a state DOT, local agencies and elected officials. The experience emphasizes that there is no magic formula for successful community involvement. Projects often are propelled forward or stalled by unique factors, including funding availability and political circumstances. Successful community leaders know how to influence decisions at the right place and the right time.

The program also encourages leaders and activists to connect the interests of their local communities with the planning issues facing the entire Washington region. A map exercise asks participants to develop scenarios that distribute future jobs and housing, and add new transportation infrastructure. They are then asked to figure out how to pay for their plans. This activity helps participants better understand the relationship between land use and transportation on the regional scale, and the thorny issues of transportation funding.

The sessions are facilitated by former elected officials familiar with the TPB and regional planning. These discussion leaders add a real-world political dimension to the workshops that participants find useful. Recent sessions have been facilitated by Kathy Porter, a former TPB chair and Takoma Park mayor. The original CLI facilitator was Peter Shapiro, who was also a former TPB chair as well as being a Prince George's Councilmember. Mr. Shapiro helped to conceive the program in 2006.

The CLI curriculum has evolved over the years and is frequently adjusted to include topics of current interest. Originally the CLI took place over two days, but it has recently been expanded to a three-day agenda. In addition, sessions of the CLI are now conducted around the region. For the most recent session, the first evening's program was held in College Park, hosted by TPB chair Patrick Wojahn, and the second evening was in Alexandria, hosted by Vice Chair Tim Lovain.

Over the years, several sessions of the CLI have been designed for target audiences, including organizations representing senior citizens and immigrants. Earlier this year, a CLI was conducted specifically for the staff of elected officials.

In context: How the CLI fits into the TPB's public involvement objectives

The CLI was designed to encourage citizens to get involved in transportation decision making at points and times when they can have the greatest impact. The TPB's Participation Plan, which was updated in September 2014, notes that "Given the fact that project-level planning usually occurs at the state and local levels, the TPB's plans and processes are often not the appropriate or most effective venues for public involvement." The CLI fulfills the Participation Plan's call for outreach activities that "build public knowledge about transportation decision-making to encourage meaningful public involvement at various stages of the process." (*TPB Participation Plan*, page 8)

At the same time, the CLI helps to spread the word about regional issues and challenges among local leaders in all corners of the region. Again, this is consistent with the objectives of the TPB's Participation Plan, which called for outreach activities that use "community leaders as conduits to disseminate information about regional issues at the grassroots level." (*TPB Participation Plan*, page 14)

The CLI also performs a vital role in developing cross-jurisdictional understanding and fostering networks. Every session brings together participants from all corners of the region – from inner and outer jurisdictions, and both sides of the Potomac – to look at common challenges. Connections formed at the CLI have been fostered through an Alumni Network and through ad hoc communications.

Finally, the CLI has helped inform current and future participants in the TPB process. Several current members of the TPB and the CAC are graduates of the program. Over the years, TPB staff has tapped participants to organize local forums and to provide input on the Regional Transportation Priorities Plan.

Upcoming session

Although dates have not yet been selected, the next round of the CLI is expected to take place in March or April of 2015.

Attachments:

- CLI Agenda from November 2014
- *TPB Weekly Report* article, December 9, 2014

COMMUNITY LEADERSHIP INSTITUTE

AGENDA

Thursday, November 6, 6-9pm
in College Park, MD

Wednesday, November 12, 6-9pm
in Alexandria, VA

Saturday, November 15, 9am-12:30pm
in Washington, DC

 National Capital Region Transportation Planning Board

SESSION 1: TPB and the Regional Transportation Landscape

Thursday, November 6, 2014 | 6:00 pm – 9:00pm
Old Parrish House – 4711 Knox Road, College Park, Maryland 20740

6:00 – 6:30 **Registration and Dinner**

6:30 – 6:45 **Welcome with TPB Chair Patrick Wojahn**

6:45 – 7:00 **Introductions**

7:00 – 7:20 **Transportation Prioritization Icebreaker**

An ice-breaker and pyramid exercise based on participants' personal priority transportation projects will help to simulate the complexity of regional transportation decision-making

7:20 – 7:30 **Welcoming Remarks**

Kathy Porter, CLI Facilitator
Board Member, Washington Metropolitan Area Transit Authority
Former Mayor, City of Takoma Park

7:30 – 8:00 **Presentation: Overview of TPB**

What is the Transportation Planning Board and how does it serve the Metropolitan Washington Region?

8:00 – 8:15 **BREAK**

8:15 – 8:45 **Role-play Activity: Strategizing for Change (Part 1)**

This role-playing exercise will guide participants through the process of gathering information on local projects in order to experience the relationships among different agencies, officials, and community leaders.

8:45 – 9:00 **Wrap Up and Prepare for Session 2**

COMMUNITY LEADERSHIP INSTITUTE

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Thursday, November 6, 6-9pm
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 National Capital Region Transportation Planning Board

SESSION 2: Transportation Decision-Making: How does it all work?

Wednesday, November 12, 2014 | 6:00 pm – 9:00pm
City Hall – 301 King Street Alexandria, Virginia 22314

6:00 – 6:25 Arrival and Dinner

6:25 – 6:30 Welcome

6:30 – 7:30 Role-play Activity: Strategizing for Change (Part 2)

Participants will role-play in groups to develop community action plans with specific recommendations to inform policy priorities of locally elected officials.

7:30 – 7:50 Group Debrief on Strategizing for Change and Transportation Project Development

Participants will share their experiences from the role-play activity, have an opportunity to ask questions about the presentation, and debrief through a facilitated discussion.

7:50 – 8:00 BREAK

8:00 – 8:30 Presentation: Transportation Project Development

A basic overview of the regional transportation planning process, including major players and effective involvement strategies.

8:30 – 8:50 Discussion: The Politics of Making Things Happen

Alexandria Councilmember Timothy Lovain discusses the politics and the role that advocacy plays in making transportation projects happen.

8:50 – 9:00 Wrap Up and Prepare for Session 3

COMMUNITY LEADERSHIP INSTITUTE

AGENDA

Thursday, November 6, 6-9pm
in College Park, MD

Wednesday, November 12, 6-9pm
in Alexandria, VA

Saturday, November 15, 9am-12:30pm
in Washington, DC



SESSION 3: Transportation and Land-Use: Connecting the Dots

Saturday, November 15, 2014 | 9:00 am – 12:30 pm | COG Board Room

9:00 – 9:15 Registration and breakfast

9:15 – 9:30 Presentation: What if the Washington Region Grew Differently

Part I – Regional Challenges

A presentation on the challenges of growth in the region and the factors that influence travel congestion.

9:30 – 10:00 Activity: What Would You Do?

Part I – Accommodating Future Growth

Working in groups with a regional map, participants will create transportation and land-use scenarios that address regional challenges

10:00 – 10:10 BREAK

10:10 – 11:00 Activity: What Would You Do?

Part II – Paying for Transportation

Working in groups, participants will make decisions about how to pay for transportation improvements, including generating new revenue.

11:00 – 11:20 Group Debrief on “What Would You Do?”

11:20 – 11:50 Presentation: What if the Washington Region Grew Differently?

Part II – Exploring Options

A presentation summarizing recent and ongoing efforts by the TPB to analyze options for funding transportation improvements

11:50 – 12:10 Wrap-Up Question & Answer Session

Kanti Srikanth, Director of the Department of Transportation Planning, will answer any final questions relating to the TPB, or to regional transportation issues

12:10 – 12:30 Debrief: Takeaways and Group Evaluation



TPB Weekly Report

An online publication of the National Capital Region Transportation Planning Board

December 2, 2014

2015 CLRP Update to Focus on Addressing Region's Top Needs

Nearly two-dozen community leaders from around the Washington region gathered recently for the Transportation Planning Board's thirteenth [Community Leadership Institute \(CLI\)](#) to learn about and discuss how transportation decisions are made in the region and how community leaders can become more involved in the decision-making process.

Among the recent CLI participants were elected members of local advisory boards, staff of local governments and elected officials, representatives of business and advocacy organizations, and graduate students from area universities.

Participants engaged over the course of three days in numerous experiential learning activities and group discussions to share ideas and build a greater shared understanding of regional transportation issues.

One of the main interactive group activities emphasized the crucial link between transportation and land use and highlighted the challenge of accommodating future growth in the region given ever-present funding constraints.



In the first part of the exercise, groups each proposed on a map where to locate nearly 700,000 new households and more than 1.3 million new jobs that are forecast to come to the region between now and 2040. Participants were also asked to specify what transportation improvements would need to be made to accommodate the growth patterns they proposed.

Groups then had to confront funding constraints in the second part of the exercise by adding up the costs of their proposed improvements and identifying sources of new funding to pay for them.

The activity provided an opportunity for participants to share knowledge and diverse perspectives from different parts of the region in developing

Related Links



[TPB Community Leadership Institute \(CLI\) Webpage](#)

Recent Weekly Reports

December 2, 2014

"2015 CLRP Update to Focus on Addressing Region's Top Needs"

November 25, 2014

Holiday - No Report

November 18, 2014

"Researchers Identify Busiest Times, Roadways for Thanksgiving-Week Drivers"

November 11, 2014

Holiday - No Report

November 4, 2014

"'Street Smart' to Spread Important Pedestrian and Bicycle Safety Messages"

Archived Reports

More From TPB



Periodical Publications



[TPB News](#)



[The Region](#)

"TPB Weekly Report" is an online publication designed to provide brief, timely summaries of recent TPB research, analysis, outreach, and planning in the metropolitan Washington region.

Questions and comments about "TPB Weekly Report" should be directed to the [TPB Weekly Report](#)

a cohesive regional transportation and land use strategy.

Another way participants got to learn about different parts of the region was by experiencing them first hand. The first day of the workshop was held in College Park, Maryland, the second day in Alexandria, Virginia, and the third in the District of Columbia.

On the first day, TPB Chair Patrick Wojahn, who represents the City of College Park on the TPB, welcomed participants and talked about how he became involved in the transportation decision-making process as a city councilmember and later as a member of the TPB. In Alexandria, TPB Vice-Chair Tim Lovain spoke about his city's efforts to work with neighboring jurisdictions to expand transit options to include bus rapid transit (BRT) and streetcars.

This fall's CLI was facilitated by Kathy Porter, a former mayor of the City of Takoma Park and a former TPB Chair. Porter currently serves on the Board of the Washington Metropolitan Area Transit Authority (WMATA), which operates the region's Metrorail and Metrobus system.

CLI got its start in 2006 as a way to help leaders connect the interests of the local communities and organizations they serve with the challenges facing the entire metropolitan area.

The date of the next Community Leadership Institute has not yet been set. However, the workshops typically take place in the spring and fall. TPB staff selects participants from a pool of applicants who have either been nominated by local elected officials or who have chosen to apply individually in response to an invitation by the TPB.

For more information about the TPB's Community Leadership Institute, visit www.mwcog.org/CLI.

Related TPB Weekly Report:

["Staff of Local Elected Officials Participate in Two-Day Community Leadership Institute" \(3/25/14\)](#)

["At Three-Day Workshop, Citizen Leaders Learn About Regional Transportation Decision-Making" \(5/7/13\)](#)

The National Capital Region Transportation Planning Board (TPB) is the metropolitan planning organization (MPO) for the Washington region. The TPB is responsible for directing the continuing transportation planning process carried out cooperatively by the states and the local communities in the region. The TPB is staffed by the Department of Transportation Planning of the Metropolitan Washington Council of Governments.



Update on the TPB's Community Leadership Institute

Transportation Planning Board

December 17, 2014

John Swanson

Principal Transportation Planner

Overview

- Purpose: Learn about how transportation decisions are made and how community leaders can make a difference.
- Began in 2006
- 13 sessions
- More than 250 participants
- Three-part program – two weeknights and one Saturday morning



A Grasstops Approach

The CLI encourages community leaders to:

- Think regionally when they act locally
- Be strategic: Get involved when and where they can have the greatest impact
- Expand their networks and learn from other perspectives
- Get involved with the TPB



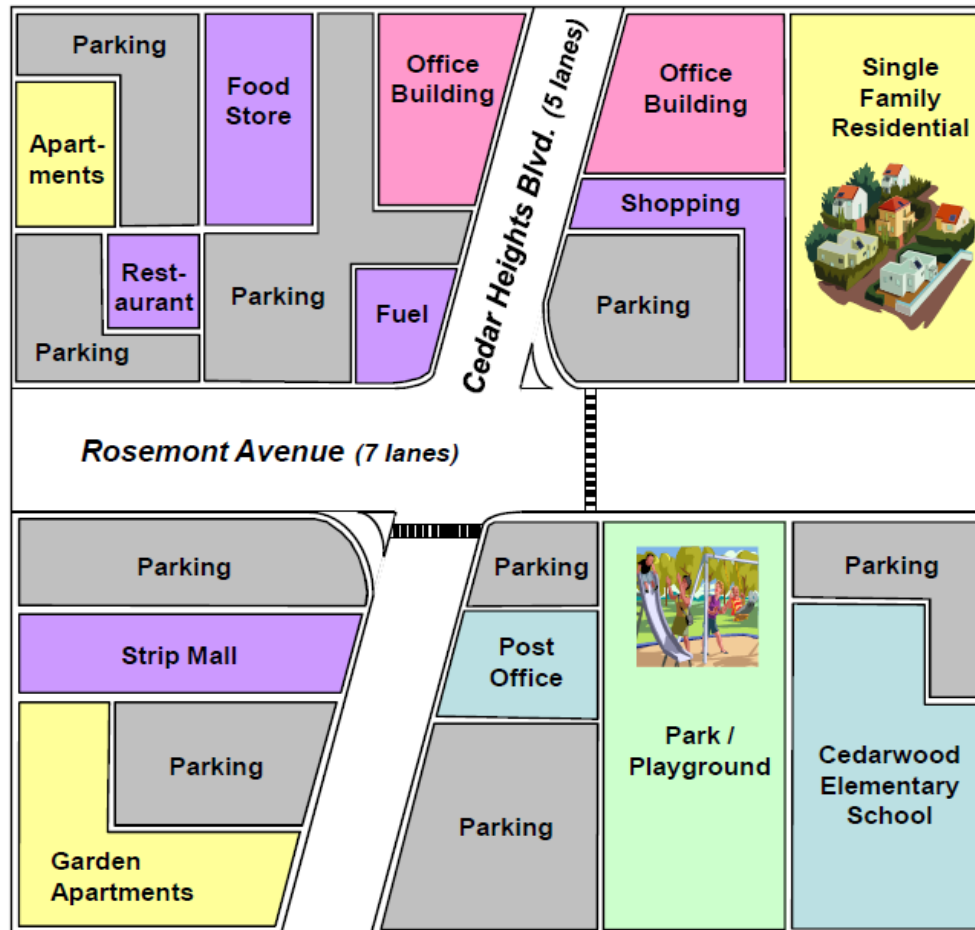
Interactive Curriculum



Role-Playing Activity

Cedar Heights Town Center Area: Intersection of Rosemont Avenue and Cedar Heights Blvd.

- Developed primarily in the 1960s-80s
- Potential: Transportation improvements, development options
- Concerns: Major congestion on Rosemont Avenue during rush hour and frequent pedestrian and bicycle injuries



“Map and Chip Game”

Accommodating Growth, Paying for Transportation





Accommodating Growth

“What Would You Do?”

Part I: Accommodating Future Growth

- Propose where forecast job and population growth through 2040 should occur by placing all of the dots on your map.

 = **45,000 jobs** (29 dots)


 = **30,000 households**
or 58,000 people (23 dots)

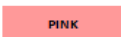
- Propose transportation improvements that will be needed to accommodate the job and population growth pattern you propose.

 = 5 miles of **Metrorail**

 = 5 miles of **commuter rail**





 = 5 miles of **light rail**

 = 5 miles of **4-lane roadway**

 = 5 miles of **bus rapid transit**



Paying for Transportation

"What Would You Do?" – Part II: Paying for Transportation					
	Through 2040 Planned in CLRP		Through 2040 Your Budget		Notes
	Each blue chip represents \$5 billion in existing revenues.		Allocate existing revenues (white chips) and raise new revenues (red chips).		
	Operations & Preservation	Expansion	Operations & Preservation	Expansion	
Highways/Roads 	33% (15 chips)	3% (1 chips)			<i>Note any changes you make to the allocation of existing revenues (white chips) and how you plan to raise any new revenues (red chips).</i>
Transit 	60% (26 chips)	4% (2 chips)			
Bicycle/Pedestrian 					
Other 					



Discussing the Realities of Planning and Decision-Making



Next session: Spring 2015

For more information:

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