

National Capital Region Transportation Planning Board

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**MINUTES OF THE
TRANSPORTATION PLANNING BOARD
October 21, 2009**

Members and Alternates Present

Monica Backmon, Prince William County
Melissa Barlow, FTA
Andrew Beacher, Loudoun County
Nat Bottigheimer, WMATA
Bill Bronrott, Maryland House
Colleen Clay, City of Takoma Park
Kerry Donley, City of Alexandria
Daniel Drummond, City of Fairfax
Marc Elrich, Montgomery County
Gary Erenrich, Montgomery County, DOT
Lyn Erickson, MDOT
Jennie Forehand, Maryland Senate
Jason Groth, Charles County
Don Halligan, MDOT
Tom Harrington, WMATA
Catherine Hudgins, Fairfax County Board of Supervisors
Sandra Jackson, FHWA
Charles Jenkins, Frederick County
John D. Jenkins, Prince William County
Tony Knotts, Prince George's County
Michael C. May, Prince William County
Phil Mendelson, DC Council
Mark Rawlings, DDOT
Karina Ricks, DC Office of Planning
Rick Rybeck, DDOT
Paul Smith, City of Frederick
Linda Smyth, Fairfax County Board of Supervisors
Reuben Snipper, City of Takoma Park
David Snyder, City of Falls Church
JoAnne Sorenson, VDOT
Kanti Srikanth, VDOT
Harriet Tregoning, DC Office of Planning

Todd Turner, City of Bowie
Jonathan Way, City of Manassas
Victor Weissberg, Prince George's County
Robert Werth, Private Providers Task Force
Patrick Wojahn, City of College Park
Christopher Zimmerman, Arlington County

MWCOG Staff and Others Present

Ron Kirby
Michael Clifford
Gerald Miller
Bob Griffiths
Nicholas Ramfos
Ron Milone
Andrew Meese
Debbie Leigh
Deborah Etheridge
Andrew Austin
Deb Bilek
Dusan Vuksan
Erin Morrow
Michael Farrell
Wendy Klancher
John Swanson
Darren Smith
Karin Foster
William Bacon
Wenjing Pu
Dave Robertson COG/EO
Lewis Miller COG/OPA
Steve Kania COG/OPA
Bill Orleans PG ACT
Alex Verzosa City of Fairfax
Tom Biesiadny Fairfax County DOT
Bob Chase Northern Virginia Transportation Alliance
Tom Biesiadny Fairfax County DOT
Alyssa Brown Prince William County
Stewart Schwartz Coalition for Smarter Growth
Jim Maslanka City of Alexandria
Dan Maloff Arlington County
Randall Carroll MDE
Wayne Phyllaier PLN
Benjamin Orr Brookings Institution

Tom Huckler	ATU Local 689
Jim Clarke	Action Committee for Transit
Harry Sanders	Purple Line NOW
Patrick Jones	IBTTA
David Ewing	IBTTA

Chairman Jenkins called the meeting to order and began the meeting with a moment of silence in recognition of COG staff member Jim Shell, who was killed in an automobile collision in West Virginia.

1. Public Comment on TPB Procedures and Activities

Eleanor Hart, president of the League of Women Voters, National Capital Area, spoke in support of the Purple Line project. She said that as the design plans for the light-rail project become better known, support for the project has grown among a large but mostly non-vocal majority. She said that the Purple Line would be a valuable and much-needed addition to the Metro system and will improve public transportation options for residents of the region, and should be included in the Constrained Long-Range Transportation Plan (CLRP).

Wayne Phyllaier, resident of Silver Spring and member of the Washington Area Bicyclists Association and the Coalition for the Capital Crescent Trail, spoke in support of the Purple Line project. He said that while he was not speaking for WABA or the Coalition, support for the project among trail users has grown over time as more details of the project and its actual impacts on the trail have become known. He said that many trail supporters believe that the trail will not reach its full potential until there is a connection to downtown Silver Spring, which the Purple Line project would provide. He noted that WABA and the Maryland Bicycle and Pedestrian Advisory Committee have endorsed the Purple Line, and that the Coalition for the Capital Crescent Trail has not taken a position on the project. Copies of his remarks were submitted for the record.

Jim Clarke, resident of Rockville and a member of the Action Committee for Transit, thanked the TPB for its past support of the Purple Line, and urged it approve the Purple Line-related items on today's agenda. Copies of his remarks were submitted for the record.

Lon Anderson of the Mid-Atlantic chapter of the American Automobile Association urged the TPB to approve the amendment to include the Purple Line in the CLRP. He also urged the TPB to scrap plans for a proposal to research public acceptability of value pricing techniques and decline to forward this proposal to the Federal Highway Administration (FHWA). He said that pursuing value pricing plans would be folly for politicians given strong public sentiment against them and the amount and tenor of media coverage.

Patrick Jones, Executive Director and CEO of the International Bridge, Tunnel, and Turnpike

Association (IBTTA), spoke in support of submitting the proposal to FHWA to study public acceptability of pricing roadways and said such an action by the TPB would be a commendable act of courage and common sense. He said that IBTTA believes tolling and pricing of roadways will ultimately replace the fuel tax and will help urban areas reduce congestion and improve safety. He invited members of the Board to attend the IBTTA Transportation Policy and Finance Summit at the Grand Hyatt Washington December 13-15, and offered the assistance of his organization in the TPB's efforts to explore the topic of road pricing.

Ralph Bennett, of the Affordable Housing Conference of Montgomery County and the Board of Purple Line Now, said that the Conference enthusiastically supports the Purple Line project. He said that alternatives to car ownership are crucial for low-income populations, and the Purple Line would greatly improve mobility and accessibility to jobs at a low cost to riders in comparison with owning and driving a car. He said this in turn would improve affordability of housing by decreasing transportation costs.

Harry Sanders, president of Purple Line Now, said that he hoped to reflect on the project as something with a meaning beyond the projected ridership numbers and technical details of air quality conformity analysis. He said that it is a project that will allow future generations to make the decision to live in a transit-friendly, walkable neighborhood with good accessibility to jobs. He said that future residents of the many neighborhoods that would be connected by the Purple Line would thank the TPB for its support of the project. He thanked the Maryland Department of Transportation (MDOT) and the Maryland Transit Administration for sticking with the project over many years. Copies of his remarks were submitted for the record.

Bob Chase of the Northern Virginia Transportation Alliance noted that contrary to past skeptics who wished to prevent any road construction, air quality continues to improve in the region, largely due to better fuel and engine technology. He said that vehicle trips have increased much faster than transit trips. He said that the only serious solution for decreasing greenhouse gas emissions is improved technology and reduced congestion. He urged TPB officials to be guided by the facts about emissions and the costs and benefits of different solutions, and build the transportation system the region needs rather than use greenhouse gas emissions as an excuse not to. Copies of his remarks were submitted for the record.

2. Approval of Minutes of September 16 Meeting

Ms. Smyth moved to approve the minutes of the September 16 TPB meeting and Ms. Hudgins seconded the motion. There was no discussion and the motion was approved unanimously.

3. Report of the Technical Committee

Mr. Erenrich said that the Technical Committee was happy to see the Board voting today on the

Purple Line, and that after dealing with various aspects of the project for many months, hopefully the Committee would not have to deal with it again for a while. He said that the Committee met on October 2 and in addition to the CLRP amendments dealt with in TPB agenda items 7 through 10, the Committee also was briefed on and discussed the remaining items on today's TPB agenda: the value pricing study grant proposal, the Street Smart Program, the update on federal Surface Transportation Program Authorization, and the 2010 CLRP call for projects.

4. Report of the Citizens Advisory Committee

Referring to a handout memo, Mr. Swanson of the TPB staff described a planning session that was held on October 15 to get input on how public outreach should be structured over the coming year as part of the development of the 2010 Constrained Long-Range Plan. He said that staff is planning to implement an outreach strategy that will use a variety of techniques to reach out to a range of different constituencies. He said particular efforts would be made to reach out to average citizens who do not normally participate in the TPB process.

Mr. Keough presented a document containing CAC recommendations calling upon the TPB to move forward with the development of a regional transportation priorities plan. He said this new kind of regional plan would identify key unfunded transportation priorities in one regional document. He said this recommendation for a regional priorities plan goes back several years, and has been included in all the CAC recommendations since at least 2005. He said the CAC decided to push this proposal harder this year because the committee believes the time is right for this proposal and the TPB has demonstrated through the recent TIGER grant application that the Board is ready to develop a regional priorities plan.

As a specific recommendation, Mr. Keough said the TPB should host a regional forum of planners, politicians, and citizens, to achieve regional agreement on the need to develop a long-range regional transportation priority plan. The event should also be used to generate a set of performance measures for the plan. The CAC's other specific recommendation was that the TPB and staff should develop a work plan that will guide the development of a long-range regional transportation priority plan. In closing, Mr. Keough noted that the CAC is a collection of tremendously different viewpoints, but the committee has agreed that it is time for the TPB to take this step and finally commit to the development of a regional transportation priorities plan.

Noting that the Board had not had a chance to read the CAC document yet, Chairman Jenkins asked that this item be included on the TPB agenda for November.

Ms. Tregoning asked Mr. Kirby when the analysis of scenarios would be completed.

Mr. Kirby said that by spring of next year the analysis should be completed. He noted that the scenario analyses have been delayed because of the development of the TIGER grant proposal.

5. Report of the Steering Committee

Mr. Kirby said that the Steering Committee met on October 2, and dealt with three action items as detailed in the TPB mailout packet. He said that two were TIP amendments, one to include funding for demolition work for the I-66 and Route 29 interchange at Gainesville in Prince William County and the construction of a new four-lane segment of Pacific Boulevard in Loudoun County, and the other to include an extension of Teachers Way in the City of Gaithersburg. He said that the other item was an amendment to the TPB Unified Planning Work Program for the current fiscal year to conduct a commercial loading zone survey in the District of Columbia.

Mr. Kirby also reviewed the letters packet included in the TPB mailout packet. He said that the packet included the following:

- A letter to Chairman Jenkins from Norfolk Southern Railroad asking the TPB to submit a letter of support to U.S. Department of Transportation Secretary Ray LaHood acknowledging the public benefits of Norfolk Southern's planned improvements to the "Crescent Corridor." Mr. Kirby said that this issue would be included on a TPB agenda in the coming months.
- A letter from Loudoun County to the District of Columbia urging accommodation of Loudoun County commuter buses, if possible, on the planned K Street Transitway.
- A letter of support from the City of Alexandria for the TPB's grant for federal stimulus funds through the Transportation Investments Generating Economic Recovery (TIGER) Program.
- Information about National Environmental Policy Act (NEPA) documentation for the Columbia Pike Transit initiative.
- Information about a scoping process for the Klingle Valley Trail environmental assessment.
- A thank-you letter from Chairman Jenkins to Mr. Catoe of WMATA thanking him for WMATA's support for the Street Smart campaign and asking that the support be continued for the upcoming campaign.
- Approval from the EPA of the conformity determination of the 2009 CLRP and FY2010-2015 TIP acted on by the TPB at its July 15 meeting.

Ms. Ricks noted that the public comment period for the K Street Transitway project is underway and ends on October 30. She asked that any formal comments be made via that process.

6. Chairman's Remarks

Chairman Jenkins recognized departing TPB member Rick Rybeck with a certificate, and thanked him for his five years of service on the Board representing DDOT. He said that Mr.

Rybeck's participation will be missed.

Mr. Kirby also expressed appreciation on behalf of TPB staff for Mr. Rybeck's talent and service on the Board. He said that Mr. Rybeck has been wonderful to work with, and able to present strong views in a congenial and constructive manner.

7. Review of Comments Received and Acceptance of Recommended Responses for Inclusion in the Air Quality Conformity Assessment for an Amendment to the 2009 CLRP and FY 2010-2015 TIP to include the Purple Line Light Rail Project and the Transportation Components associated with the "Return to L'Enfant" Development over I-395.

Mr. Kirby, referring to a memorandum included in the mailout packet, said that the TPB had only received four comments in regard to the actions before the Board today, and that the comments were attached to the memorandum. He said that all four comments were expressing support for the Purple Line, and that the assessment of staff was that no response to the comments was required and therefore no action was needed by the Board.

8. Approval of Air Quality Conformity Determination for an Amendment to the 2009 CLRP and FY 2010-2015 TIP to include the Purple Line Light Rail Project and the Transportation Components associated with the "Return to L'Enfant" Development over I-395.

Ms. Posey, referring to the conformity analysis report included in the mailout packet, reviewed the report's cover memo and explained that it includes comparisons between this analysis of an amended plan and the analysis of the original 2009 CLRP analysis adopted by the TPB at its July 15 meeting. She said that the analysis shows compliance with all of the conformity requirements. She noted that included with the report was a letter from the Metropolitan Washington Air Quality Committee (MWAQC) received during the public comment period. She said the Committee was pleased that the plan meets both current and proposed mobile budgets and that the analysis shows a projected increase in transit ridership and decrease in vehicle miles of travel (VMT). She said that MWAQC expressed support of continued investment in transit and the use of transportation emission reduction measures (TERMs).

Mr. Bronrott moved to adopt Resolution R7-2010 finding that the amendment to the 2009 CLRP and FY 2010-2015 TIP to include the Purple Line Light Rail Project and the transportation components associated with the "Return to L'Enfant" Development over I-395 conform to the requirements of the Clean Air Act Amendments of 1990. Ms. Forehand seconded the motion, and it was passed unanimously.

9. Approval of an Amendment to the 2009 CLRP and FY 2010-2015 TIP to include the Purple Line Light Rail Project and the Transportation Components associated with the “Return to L’Enfant” Development over I-395.

Mr. Kirby said that the amendment includes some changes to other projects in the CLRP to accommodate the Purple Line project. He said that two highway projects in Maryland, the Maryland Route 3 highway widening project from U.S. 50 to the Anne Arundel County line, and the Maryland 28/198 Norbeck Road/Spencerville Road reconstruction project to Maryland 97, have been changed from construction projects to studies, and that was partly to free up money for the Purple Line.

Mr. Kirby said that the amendment also incorporates a change in the number of general purpose lanes on K Street between 7th and 23rd Streets, NW, and that this reflects DDOT’s best estimate at this time of the outcome of the K Street Transitway project. He said that this is just a placeholder, however, and could change as design for that project proceeds.

Mr. Kirby said that MDOT submitted a new letter to Chairman Jenkins on October 14 consolidating a number of previous letters regarding the Purple Line project in order to get all of the relevant discussion in one place, including the financing plan and discussion about accommodation of the Capital Crescent Trail.

Ms. Forehand moved to adopt Resolution R8-2010 approving the amendment to the 2009 CLRP and FY 2010-2015 TIP to include the Purple Line Light Rail Project and the transportation components associated with the “Return to L’Enfant” Development over I-395. Mr. Bronrott seconded the motion, and it was passed unanimously.

10. Approval of an Amendment to the FY 2010-2015 TIP to include the Transportation Components associated with the “Return to L’Enfant” Development over I-395.

Mr. Kirby said that this action would include private funding and lay out a schedule for the “Return to L’Enfant” project transportation components over a six-year funding period in the regional TIP. He said that the project involves closure of an exit ramp, reconnection of F and G Streets, and reconfiguration of some entrance and exit ramps.

Ms. Ricks moved to adopt Resolution R9-2010 approving the amendment to the FY 2010-2015 TIP to include Transportation Components associated with the “Return to L’Enfant” Development over I-395. Ms. Tregoning seconded the motion, and it was passed unanimously.

11. Approval of Submission of a Value Pricing Grant Proposal

Referring to the mailout material and the handout copies of the presentation, Mr. Kirby briefed the Board on the proposed application for a grant from the Federal Highway Administration (FHWA) to fund a study on the public acceptability of regional road-use pricing. He noted that FHWA had issued a request for proposals on August 5, 2009 and had encouraged the TPB to submit the application jointly with the Brookings Institution. TPB staff submitted a “sketch proposal” on September 21 to FHWA. This sketch proposal, which was included in the mailout material, provided an overview of the study proposal that the TPB was being asked to approve. He said that on October 14, the COG board had approved \$80,000 as a 20-percent match. He said the grant application would seek \$320,000 in federal funding, making a total of \$400,000 for the entire project. Mr. Kirby said the proposal deadline was November 3, 2009.

Mr. Kirby gave some background on the genesis of this proposal. He noted that the National Surface Transportation Infrastructure Finance Commission (NSTIFC) had issued a report in February 2009 that, among other things, had recommended that national infrastructure financing policy move toward a road-use charging system. He also noted that in June of this year, the Brookings Institution had issued a report calling for a road-use charge demonstration project in the Washington region.

Mr. Kirby briefly described the proposed scope for the project that would seek to answer key questions on the public acceptability of road pricing. He said a working group of 10-14 experts would frame options/scenarios for regional road-use pricing. A consultant would be contracted to conduct a telephone survey and focus groups. Results would be reported to the TPB.

Chairman Jenkins asked how transit would be funded if the state gasoline tax, which includes funding for transit, were eliminated and replaced with a tax on vehicle miles traveled (VMT).

Mr. Kirby said that the use of revenues would be an important part of the study. He noted that the first priority would be operation and maintenance of the roads, but beyond that, there are alternative expenditure possibilities, including funding for transit. In the case of Maryland, if the gas tax were removed, then the question of funding mass transit would need to be addressed.

Chairman Jenkins said in his area, transit is not really an option.

Mr. Kirby noted that the use of revenues might vary according to jurisdiction. Funding could, in part, go back to local jurisdictions, for example.

Mr. Drummond thanked TPB staff for their responsiveness in seeking to address his concerns about this proposal. However, he said he would be voting against it and he urged his colleagues to do likewise. He listed three reasons for his opposition:

- 1) He said that privacy issues were a major concern and he felt these concerns would not be adequately addressed.

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- 2) He said he believed the cost of the study, \$400,000, was too much for this exercise and he noted that even though it was federally funded, it was still taxpayer money. He further noted that COG had agreed to pay a match of \$80,000 for the study. He said he did not believe that raising taxes was an act of courage but an act of necessity and this study was not necessary.
 - 3) He said he did not believe it is appropriate for the TPB to be addressing issues of taxes and fees. He said that this is the job of elected officials.

Ms. Smyth noted that the City of Fairfax, which Mr. Drummond represents, is an independent city and has control of its transportation funding. She noted that Fairfax County, which has one in seven of Virginia's citizens, does not control its transportation funding. She said that Fairfax County has a terrible situation with transportation funding and therefore she said that decision makers need to look at every potential option that is available. She noted that the construction of the HOT lanes project on the Beltway will provide the availability of extra capacity. She asked if the proposed study will ask citizens how they believe such capacity should be used.

Mr. Kirby said that such questions would certainly be included in the study. He suggested that one scenario might look only at new facilities or HOV conversions.

Ms. Hudgins said she wanted to be sure the study includes examination of both social equity and equity among jurisdictions.

Mr. Kirby said these points were consistent with the direction of the proposal. He said language could be added to emphasize these points.

Mr. Way said that Manassas supports Mr. Drummond's objection. He noted that at a Brookings forum in the summer there were objections that the Brookings' proposal was socially intrusive, economically flawed, seriously over-complicated, no more effective than a simple gas tax, and mostly "technology looking for a problem." He said the proposal was worthy of a disciplined and unbiased study of alternatives, but it was not clear that the TPB proposal would meet that test.

Ms. Clay said she was concerned with the impacts on low- and moderate-income people. She said she feared a situation in which substantial subsidies would be needed to allow people to get to work. She asked what role the TPB would play in the study.

Mr. Kirby said that equity concerns would be addressed in this project. Regarding the TPB's involvement, he said that the project would be included in the TPB's work program. He said the Board would be kept apprised of the study's progress as it moves along, not just at the end.

Ms. Tregoning said that the District of Columbia, in partnership with the State of Oregon and the City of New York, had applied for a TIGER grant to do a transponder-based study. She said that one of the key issues that Oregon is hoping to address is the potential development of an open platform for transponders that could be used for a variety of applications. She said such a system

would not be a proprietary system like EZ-Pass. She encouraged the TPB to make an examination of such opportunities an explicit part of the proposal.

Mr. Zimmerman asked if it was accurate that this was a proposal to submit a proposal and therefore there was no guarantee that it would be funded.

Mr. Kirby said that was correct.

Mr. Zimmerman noted that he was in a unique position on the TPB because he represents a jurisdiction that has filed a lawsuit over a value pricing project. But he emphasized this lawsuit was not a matter of principle but was rather a difference with the Commonwealth about how the specific plan is being implemented. He said he agreed with Ms. Smyth's comments that all potential funding options should be considered. He said that efforts to raise funds for transportation have resulted in one failed attempt after another. He said that leaders were not in a position to dismiss any possibility that might someday fund the infrastructure that is rapidly eroding and threatening the economic future of the region. He said that the grant funding in question is federal funding that would be given to another jurisdiction in the country if it does not get awarded to our region. He said that our region could probably do a better job with a study of this nature than other jurisdictions in the country, and he also noted that the TPB and VDOT would have more opportunity to influence the policy discussion regarding pricing if the study were done here rather than in another region. He acknowledged that concerns about pricing are real, including apprehensions regarding privacy. He said that in the near future, he believed that all cars would be equipped with some type of tracking system, but he predicted that many people will consider this to be a positive development because it will allow stolen cars to be more easily found. He said that he supported the study proposal because it could provide answers as to how the public feels about the possibility that new technologies might be used to provide a new way of paying for transportation.

Mr. Knotts noted that southern Prince George's County, which he represents, does not enjoy public transit accessibility like other parts of the region. He said he was concerned about the fairness of a system in which many people will be charged who do not have other transportation options except to drive. He asked that the study be developed to be sure that the opinions of communities like his are fully included.

Mr. Kirby said he appreciated Mr. Knotts' comments. He said the study would be designed to address issues related to equity. He said the proposal would be expanded to emphasize these points.

Mr. Snyder said he believed this was a useful discussion. He said the proposed study will help to flesh out some options and "road test" them. The study will provide an opportunity to ask the public their opinions about various options. He said that more than anything, people in the region believe the current situation, including the current system for funding, does not serve them. He said our region is becoming less competitive, and our country is becoming less competitive,

because of disinvestment in infrastructure. He said that unless people are entirely satisfied with the status quo, a study like this should not be threatening. He said he shared many of the concerns that TPB members had raised about privacy issues and other matters, but he noted that a study like this is really the best way to get at those concerns. He said the approval of this study proposal was not an endorsement of value pricing or of per-mile pricing, but it was an effort to search for options to solve the region's very serious transportation challenges.

Mr. Snyder moved approval of TPB R10-2010 to approve the TPB's submission of a proposal for FHWA grant funding to study the public acceptability of road pricing.

The motion was seconded.

In a show of hands, the motion was approved with five members voting "no."

12. Update on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

Mr. Farrell, referring to a PowerPoint Presentation, provided an update on the Street Smart Campaign. He noted that 22 percent of the region's fatalities are either pedestrian or bicyclist fatalities. He summarized the Street Smart Campaign as consisting of concentrated waves of radio, transit, and Internet advertising that is supported and complemented by concurrent law enforcement, school-based education, and driver education and licensing. After reviewing the program's budget, funding, and upcoming spring 2009 message, he reviewed improvements to data collection on enforcement, noting that this past spring, 39,000 citations and 4,800 warnings were given to motorists, pedestrians, and bicyclists. He also cited a before-and-after survey that is conducted on 300 area motorists to measure whether or not people are hearing and remembering the Campaign's messages. Finally, Mr. Farrell provided suggestions for how TPB members can continue to support the program's effectiveness.

Mr. Snipper, who said he was recently hit by a car when the driver was using a cell phone, expressed support for the Campaign, and urged the TPB and member jurisdictions to provide full support for the Campaign.

Mr. Zimmerman, referring to the presentation, requested confirmation that the target audience is hearing and remembering campaign messages.

Mr. Farrell provided confirmation.

Mr. Zimmerman, referring to the presentation and report, asked for the basis of this information.

Mr. Farrell explained the method behind the before-and-after survey. He said that two separate random sample groups of 300 area motorists are questioned to ascertain if they had heard specific messages from the Campaign.

Mr. Zimmerman asked if there was a report that documented the results of this survey.

Mr. Farrell said that an annual report discusses these results. He also referred to the presentation and cited that a more detailed presentation from the consultant exists and is available for anyone who is interested.

Mr. Zimmerman stated that he would be interested in learning more about the process. He asked for clarification on how the sample of 300 drivers was generated.

Mr. Farrell said the sample was generated through random digit dialing.

Mr. Zimmerman clarified that this is a sample of people with telephones, rather than a sample of drivers.

Mr. Farrell agreed.

Mr. Zimmerman asked if this sample was screened to find out if they were drivers.

Mr. Farrell said yes.

Mr. Zimmerman stressed the importance of the survey technique. He asked if the survey was conducted by an outside firm.

Mr. Farrell said yes.

Mr. Zimmerman requested to see additional information. He also requested clarification on how the campaign will be evaluated in the future. He stated that he'd like to know the most effective means of getting a message out, and noted his preference for a systematic approach.

Ms. Smyth noted that more cars are equipped with XM Satellite radio, and asked if the Campaign advertises through Satellite radio.

Mr. Farrell said that the messaging occurred through traditional air waves.

Ms. Smyth noted that people who speak on cell phones are not closely listening to the radio. She also noted that pedestrian safety improvements are not reflected in the Campaign's numbers.

Mr. Wojahn commended the Campaign. He asked whether the surveys capture behavior change that may result from message awareness.

Mr. Farrell said that the advisory committee would consider this and see if there are ways to come up with such a measure.

Mr. Wojahn said capturing real safety improvements that result from this program could result in better marketing and increased funding potential on the jurisdictional level.

Ms. Hudgins said that capturing more media attention for the Campaign was important.

Delegate Bronrott expressed support for the Campaign. He also expressed interest in the investment of resources to reach a target audience, particularly with regard to communities in the region where English is not the primary language. He noted that measuring the effects of messaging in these communities may require a different technique. He asked what firms have been involved in producing this program since 2000.

Mr. Farrell said that professional survey firms have conducted the telephone surveys, including Design House, McAndrew Company, and PROvuncular.

Delegate Bronrott asked for clarification on the roles of particular firms throughout the Campaign.

Mr. Farrell clarified that the McAndrew Company has been the consultant in charge of advertisements and media buys for the past seven years.

Delegate Bronrott asked about the request for proposal (RFP) consultant selection process.

Mr. Farrell said that the RFP is rebid every three years. There have been two rebid processes since the Campaign's inception and McAndrew Company has won both times.

Delegate Bronrott asked why the process occurs every three years.

Mr. Farrell replied that the RFP process is time-consuming for all parties involved, and that three years has been a general policy at COG.

Delegate Bronrott complimented the materials developed by McAndrew Company, and said that it might be beneficial to seek a different set of skills for the sake of the campaign.

Mr. Farrell confirmed that next year begins the regularly scheduled rebid process.

Mr. Zimmerman expressed a desire to explore partnerships with local media as a way to gain increased exposure.

Chairman Jenkins requested that collateral material, including the underlying studies, be shared with the TPB.

Mr. Farrell agreed to scan the material and provide it to the TPB.

13. Status Report on Extension of the SAFETEA-LU Transportation Authorization, Rescission of FY2009 Transportation Contract Authority, and Development of a New Six-Year Transportation Reauthorization.

Mr. Kirby, referring to a handout, provided a summary of Federal activity relating to the reauthorization of SAFETEA-LU. He said that SAFETEA-LU was scheduled to expire on September 30, 2009, and that towards the end of September, Congress passed a 30-day continuing resolution (CR). This CR maintains Fiscal Year 2009 funding levels for most programs under the legislation, except for a rescission of \$8.7 billion of federal highway contract authority, effectively providing a one-month allocation for the Federal Highway Administration that is lower than the previous year.

Mr. Kirby noted that the House and Senate are in conversations about reauthorization: the House would like a three-month extension of the current legislation in hopes of passing a reauthorization bill by January 1, 2010, and has produced a draft bill. The Senate has developed an outline and is talking about enacting an 18-month extension to the current legislation. Mr. Kirby said the administration is also talking about an 18-month extension.

Mr. Kirby also pointed out that there has been a tremendous amount of advocacy by members of Congress and major transportation groups. He said that there is generally support for a \$500 billion six-year reauthorization bill, which would be substantially higher than the previous bill, but cannot be funded without increasing revenue. He noted that the consensus recommendation to raise revenue is to increase the gas tax, but there has been no action on this. He also pointed out that a recent groundswell of support has developed to enact a well-funded, six-year bill for the purposes of stimulating jobs and the economy. He said that the transportation bill is being discussed as a second stimulus package because it can be enacted quickly. He concluded by stating that any decision about transportation funding beyond October 31 will likely not be finalized until the last week in October.

Mr. Mendelson asked how much this MPO has been affected by the rescission.

Mr. Kirby said that we have been affected, but that this funding shortfall was built into funding expectations. He said that funding is down from what it otherwise would be, but is still being held at a constant level from previous years. He noted that this MPO's funding is also on a lag from the federal budget, and that our next budget will be on July 1. He also warned that without an authorization and a new funding level, the entire program could potentially drop 30% or 40%.

and that unlike past authorizations, it will be necessary to raise revenue if the next authorization bill is to sustain or increase SAFETEA-LU funding levels.

Mr. Mendelson asked how much the rescission was for this MPO.

Mr. Kirby asked Ms. Jackson of the Federal Highway Administration if she could provide an answer.

Ms. Jackson said she did not have this information and that each state determines if it would reduce the MPO allocation.

14. Briefing on the Draft Call for Projects and Schedule for the Air Quality Conformity Assessment for the 2010 Update of the Financially Constrained Long-Range Plan (CLRP) and the FY 2011-2016 TIP.

Mr. Austin, referring to item 14 from the mailout, noted the proposed schedule for the upcoming year. He said the deadline for project submittals is January 6, 2010, and the results for the air quality conformity analysis will be released on June 10th at the public meeting on the CLRP and TIP. He noted that if all goes according to this schedule, the TPB will be asked to adopt the plan on July 21, 2010. Mr. Austin also noted that there has been a change in one of the planning factors as it pertains to freight and how projects will benefit from freight.

Ms. Tregoning commented that COG has adopted some additional policies and recommendations, including its climate change report and the Greater Washington 2050 report, in the past year that may be useful to inform this document. She said she would like to see the TPB scenarios inform the document. She said that if the TPB scenarios are not completed in time, they should inform the analysis and evaluation of submittals for the next plan update.

Mr. Austin noted Ms. Tregoning's comment.

Ms. Hudgins supported Ms. Tregoning's comments. She said that energy, environment, and housing are areas that inform the way federal transportation funding is allocated, particularly in urban areas, and that this MPO should consider these three areas as well.

Ms. Tregoning noted that this MPO has been successful at keeping pace with the direction of the federal government funding. She cited the TIGER Grant and the new HUD-DOT-EPA Sustainable Communities Initiative, and said that it would be a good idea to look for projects that meet the principles that have been identified.

15. Other Business

Mr. Turner, following up on old business, asked for an update on his request of the TPB staff to provide an overview of all the TIGER grant applications from member jurisdictions.

Mr. Kirby said that the USDOT is planning to post all the applications it received, along with a narrative and summary of each request, to its website. He said that as soon as this information is available, the TPB staff will provide it to the TPB.

Chairman Jenkins reminded the TPB of the proposal by the Citizens Advisory Committee, and asked the members to be prepared to discuss this proposal at next month's meeting.

16. Adjourn

Chairman Jenkins adjourned the meeting at 2:00pm.