

National Capital Region Transportation Planning Board

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November 16, 2011

Honorable Andrea Harrison
Chair, Board of Directors
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4290

Dear Chair Harrison:

The National Capital Region Transportation Planning Board (TPB) is pleased to support the recommendation of the COG Budget and Finance Committee to incorporate \$63,000 in contributions for the Street Smart program into the FY 2013 COG dues, rather than keeping them as a separately requested item. Street Smart is a valuable program, which the TPB has managed since 2002. A modest level of local contribution matches over \$400,000 in federal funding. Moreover, the program leverages earned media and PSA's worth in excess of \$1 million annually, or nearly four times its paid media budget.

Under the Budget and Finance Committee proposal, Street Smart will be planned and executed with a greater level of certainty, with a reliable source of local match for federal funds. Opportunities for focus on and participation in the program will be extended to all the jurisdictions in the region. The program will be administratively simpler, both for the TPB and for the member jurisdictions.

The TPB appreciates your support for incorporating the local funding for this important regional program into the COG annual dues.

Sincerely,



Muriel Bowser
Chair, National Capital Region
Transportation Planning Board