

REPORT

TPB Citizens Advisory Committee
June 18, 2003
Allen Muchnick, Vice-Chair

The Citizens Advisory Committee met on June 12. Discussion topics included the new Commuter Connections Mass Marketing Program and the TPB Value Pricing Conference.

Briefing and Discussion on the Commuter Connections Mass Marketing Program

Nick Ramfos and Doug Franklin of the TPB's Commuter Connections program provided an overview of the new program. They explained that the program, which is considered a Transportation Emissions Reduction Measure (TERM), will be launched later year.

Comments and questions from the CAC included:

- The program should consider focusing on people who have just moved to a new residence or job.
- Transit maps and information should be more extensively provided. Maps should be distributed free of charge and posted at rail stations and bus stops. It is not good enough simply to provide this information through the Internet. The CAC passed a resolution to this effect last month.
- How do you determine whether the program is succeeding? How do you know if, as the TERM requires, the program has gotten vehicles off the roads? Mr. Ramfos explained that the State of the Commute Survey provides this data.
- The program should consider outreach to employees to let them know they are being shortchanged when they don't get transit subsidies, while other employees receive free parking.
- Ron Kirby, Director of Transportation Planning at COG, suggested that this program should extensively promote the SmarTrip card, which will make use of transit more seamless, and therefore more attractive.
- The program should work with schools to persuade parents to use alternative modes of commuting.
- Tax credits should be provided for alternative modes of travel.

- Given the limited resources in the program, it needs to look at targeted audiences in places where transportation options are available.

Briefing and Discussion on TPB Value Pricing Conference

Ron Kirby briefed the CAC on the value pricing conference hosted by the TPB on June 4.

CAC questions and comments included:

- Members said they were surprised at the level of acceptance that the concept of value pricing seemed to have among the participants at the conference. They said this attitude was markedly different from past discussions about value pricing in the region.
- Members found this argument appealing: “With so many violators using HOV lanes, we should be charging those who are currently using these facilities for free.”
- A member said he would like more information on the frequency that different socio-economic groups use existing value priced facilities.
- A member said that value pricing must be combined with better land use. He expressed concern that facilities that are proposed for value pricing are often new facilities, and these “outer beltways” are the same roads that the smart-growth community is already worried about.
- Members expressed interest in full-cost accounting to determine the cost-effectiveness of value pricing projects.

CAC Outreach Meetings

CAC members discussed the remaining outreach meetings that need to be planned for 2003.

Topics/ideas includes:

- The committee is planning to set up a meeting in D.C. regarding transit-oriented development (TOD). The meeting will focus on TOD as it relates—or could relate—to the eastern side of the region.
- The committee hopes to host a meeting in Oxon Hill, Maryland. Bonnie Bick from the Campaign to Reinvest in the Heart of Oxon Hill attended the CAC meeting to discuss her interest such a public meeting.
- A meeting this fall may focus on revitalization efforts along Columbia Pike in Arlington.
- The committee discussed the format for a possible meeting in Northern Virginia, probably in Fairfax County, that would present different visions regarding broad transportation policy issues that have become acute in recent years, including continuing funding problems and land use/transportation coordination. The committee is open to

suggestions from TPB members on how these issues might best be presented in a useful way.

ATTENDANCE
CAC Meeting, June 12, 2003

Members in Attendance

1. Allen Muchnick, VA, Vice Chair
2. Steve Caflisch, MD
3. Bob Chase, VA
4. Jim Clarke, MD
5. Federico Cura, VA
6. Glen Harvie, MD
7. Lee Schoenecker, DC
8. Stewart Schwartz, VA
9. Merle Van Horne, DC

Members Not in Attendance

1. Nathaniel Bryant, MD
2. John Edwards, VA
3. Dennis Jaffe, DC
4. Nancy Jakowitsch, DC
5. Jacque Patterson, DC
6. Karren Pope-Onwukwe, MD

Alternates in Attendance

Harold Foster, DC

TPB Staff and Guests

Bonnie Bick, Campaign to Reinvest in the Heart of Oxon Hill
Ron Kirby, COG/TPB staff
Nick Ramfos, COG/TPB staff
Wendy Klancher, COG/TPB staff
Doug Franklin, COG/TPB staff
John Swanson, COG/TPB staff