



Item #5

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**MEMORANDUM**

**November 10, 2005**

**TO:** Transportation Planning Board

**FROM:** Ronald F. Kirby  
Director, Department of  
Transportation Planning

**RE:** Letters Sent/Received Since the October 19<sup>th</sup> TPB Meeting

The attached letters were sent/received since the October 19<sup>th</sup> TPB meeting. The letters will be reviewed under Item #5 of the November 16<sup>th</sup> TPB agenda.

Attachments



# COMMONWEALTH of VIRGINIA

## DEPARTMENT OF TRANSPORTATION

GREGORY A. WHIRLEY  
ACTING COMMISSIONER

14685 Avion Parkway  
Chantilly, VA 20151  
(703) 383-VDOT (8368)

November 9, 2005

Mr. Ronald F. Kirby  
Director - Department of Transportation Planning  
Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E, Suite 300  
Washington, DC 20002-4290

Dear Mr. Kirby:

I am writing to update you on the "Techway Study" project in Northern Virginia's FY 06 TIP, in response to the discussions at the Board's October 19, 2005 meeting on this study.

It is my understanding that the Transportation Planning Board (TPB) amended this study into the FY 00 TIP, in 2001, at the request of Virginia Department of Transportation (VDOT). Subsequently VDOT processed and procured federal funding in the amount of \$400,000 for the study in April of 2001. Due to other developments related to this study, including a federal study, VDOT's efforts were put on hold. The study remains dormant. The listing of the study in the FY 06 TIP was for historical and informational purposes only. The study is also listed in the Commonwealth's Six Year Improvement Program to reflect a prior federal funding allocation.

I am, at this time, not aware of any plans to restart the study. I will, however, be happy to inform the Board of any activity pertaining to this study. Should you have any questions in the matter please call me at (703) 383-2461.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jo Anne Sorenson".

Jo Anne Sorenson  
Assistant District Engineer for Planning and Development



Robert L. Ehrlich, Jr., *Governor*  
Michael S. Steele, *Lt. Governor*

Robert L. Flanagan, *Secretary*  
Nell J. Pedersen, *Administrator*



Maryland Department of Transportation

October 13, 2005

The Honorable John L. Thompson  
President  
Frederick County Board of County Commissioners  
Winchester Hall  
12 East Church Street  
Frederick, Maryland 21701

Dear Commissioner Thompson:

Thank you for your prompt consideration and endorsement of changes to the Federal Functional Classification System for Frederick County. The changes will be submitted to the Metropolitan Washington Council of Governments for concurrence and then to the Federal Highway Administration (FHWA) for approval. After FHWA approves the revised system, we will distribute new Frederick County functional classification maps.

Thank you again for your timely response. If you have any questions regarding this matter, please contact Mr. James E. Thompson, Assistant Division Chief of Regional and Intermodal Planning, State Highway Administration at 410-545-5675, toll-free 800-204-4828 or via email at [jthompson@sha.state.md.us](mailto:jthompson@sha.state.md.us). He will be pleased to assist you.

Sincerely,

Raja Veeramachaneni  
Director of Planning and  
Preliminary Engineering

cc: ✓ Mr. Ronald Kirby, Director of Metropolitan Council of Governments  
Mr. James E. Thompson, Assistant Division Chief of Regional and Intermodal Planning,  
State Highway Administration  
Mr. David Coyne, District Engineer, State Highway Administration

My telephone number/toll-free number is **410-545-0412** or **1-888-204-4828**

Maryland Relay Service for Impaired Hearing or Speech: 1.800.735.2258 Statewide Toll Free

Street Address: 707 North Calvert Street • Baltimore, Maryland 21202 • Phone 410.545.0300 • [www.marylandroads.com](http://www.marylandroads.com)



October 25, 2005

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The Honorable Katherine Porter  
Mayor, City of Takoma Park  
1002 Elm Avenue  
Takoma Park, MD 20912-5840

Dear Mayor Porter,

As you may know, in June 2005 the National Capital Region Transportation Planning Board (TPB) completed the third wave of the annual regional mass media pedestrian and bicycle safety campaign known as Street Smart, directed at motorists, pedestrians, and bicyclists. A program summary is attached.

While the Street Smart program is largely supported by federal funds made available through the District of Columbia, Maryland, and Virginia Departments of Transportation, local contributions are required to match those funds. For the previous waves of the campaign in 2002, 2004, and 2005 contributions from local jurisdictions were provided on a voluntary, ad hoc basis. For future years, the TPB wishes to ensure that all of its member jurisdictions have an opportunity to contribute to the campaign. Accordingly, the TPB is now asking each of its member jurisdictions to consider providing a funding contribution to the Spring 2006 Street Smart campaign. A table showing a suggested contribution of five cents per capita for each jurisdiction is attached.

The Street Smart program is a proven regional success story and merits your support. However, contributions remain voluntary and outside the required General Local Contributions due from COG membership. The TPB believes it is in the program's best interest to seek funding in this manner, rather than be incorporated into the COG fiscal year work program and budget. In the future, the TPB may revisit the arrangement as part of the COG work program development process.

For funds to be available for the Spring 2006 campaign, funding commitment letters should be sent to me at the address below by December 15, 2005. Following the receipt of a funding commitment letter, an invoice will be transmitted to your jurisdiction requesting payment of your funding contribution to the Metropolitan Washington Council of Governments by February 15, 2006.

Should you have any questions about the campaign or the requested voluntary contribution, please contact Mr. Ronald Kirby at [rkirby@mwkog.org](mailto:rkirby@mwkog.org) or (202) 962-3310. Thank you for your participation in this program that addresses one of our region's most critical needs, pedestrian and bicyclist safety.

Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc T. Wayne Hobbs, City Manager



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The Honorable Larry Giammo  
Mayor, City of Rockville  
124 Monument Avenue  
Rockville, MD 20850-8291

Dear Mayor Giammo,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Scott Ullery, City Manager



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The Honorable Sean T. Connaughton  
Chair-At-Large, Prince William County Board of Supervisors  
One County Complex Court  
Prince William, VA 22192-9201

Dear Chairman Connaughton,

As you may know, in June 2005 the National Capital Region Transportation Planning Board (TPB) completed the third wave of the annual regional mass media pedestrian and bicycle safety campaign known as Street Smart, directed at motorists, pedestrians, and bicyclists. A program summary is attached.

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Craig Gerhart, County Executive



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The Honorable Jack B. Johnson  
County Executive, Prince George's County  
County Administrative Building  
14741 Governor Oden Bowie Drive  
Upper Marlboro, MD 20772-3050

Dear Mr. Johnson,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Dr. Jacqueline Brown, Chief Administrative Officer  
Samuel H. Dean, Chair, Prince George's County Council

777 North Capitol Street, N.E. Suite 300 Washington, D.C. 20002-4290  
Telephone (202) 962-3200 Fax (202) 962-3201 TDD (202) 962-3213 Internet <http://www.mwcog.org>



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The Honorable Douglas M. Duncan  
County Executive, Montgomery County  
Executive Office Building  
101 Monroe Street  
Rockville, MD 20850-2540

Dear Mr. Duncan,

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Sincerely,

Phil Mendelson  
National Capital Region Transportation Planning Board

cc Bruce Romer, Chief Administrative Officer





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The Honorable Frank Jones  
Mayor, City of Manassas Park  
189 Manassas Drive  
Manassas Park, VA 20111-2470

Dear Mayor Jones,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Mercury Payton, City Manager



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The Honorable Douglas S. Waldron  
Mayor, City of Manassas  
City Hall  
9027 Center Street  
Manassas, VA 20110

Dear Mayor Waldron,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Lawrence D. Hughes, City Manager



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The Honorable Scott K. York  
Chair-At-Large, Loudoun County Board of Supervisors  
1 Harrison Street, SE  
Leesburg, VA 20175-7000

Dear Chairman York,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Kirby M. Bowers, County Administrator



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The Honorable Stephen A. Brayman  
Mayor, City of College Park  
7604 Sweetbriar Drive  
College Park, MD 20740-3032

Dear Mayor Brayman,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Joseph L. Nagro, City Manager





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The Honorable Judith F. Davis  
Mayor, City of Greenbelt  
25 Crescent Road  
Greenbelt, MD 20770-1886

Dear Mayor Davis,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Michael P. McLaughlin, City Manager



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The Honorable Sidney A. Katz  
Mayor and President of Council, City of Gaithersburg  
31 Summit Avenue  
Gaithersburg, MD 20877-2098

Dear Mayor Katz,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc David B. Humpton, City Manager



October 25, 2005

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*Bowie*

*College Park*

*Frederick County*

*Gaithersburg*

*Greenbelt*

*Montgomery County*

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*Loudoun County*

*Manassas*

*Manassas Park*

*Prince William County*

The Honorable John L. Thompson  
President, Frederick County Board of Commissioners  
Winchester Hall  
12 East Church Street  
Frederick, MD 21701

Dear President Thompson,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Kirby M. Bowers, County Administrator





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The Honorable Robert F. Lederer  
Mayor, City of Fairfax  
City Hall  
10455 Armstrong Street  
Fairfax, VA 22030-3630

Dear Mayor Lederer,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Robert L. Sisson, City Manager



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The Honorable Gerald E. Connolly  
Chair, Fairfax County Board of Supervisors  
12000 Government Center Parkway, Suite 530  
Fairfax, VA 22035-0071

Dear Chairman Connolly,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Anthony Griffin, County Executive



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The Honorable Daniel E. Gardner  
Mayor, City of Falls Church  
511 N. Oak Avenue  
Falls Church, VA 22046-3237

Dear Mayor Gardner,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc Daniel E. McKeever, City Manager



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The Honorable Wayne Cooper  
President, Charles County Board of Commissioners  
200 Baltimore Street  
La Plata, MD 20646

Dear President Cooper,

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Phil Mendelson, Chair  
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cc Eugene T. Lauer, County Administrator



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The Honorable G. Frederick Robinson  
Mayor, City of Bowie  
16212 Audubon Lane  
Bowie, MD 20715-1533

Dear Mayor Robinson,

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The Honorable G.N. Jay Fisette  
Chair, Arlington County Board  
One Courthouse Plaza  
2100 Clarendon Boulevard  
Arlington, VA 22201-5445

Dear Chairman Fisette,

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Phil Mendelson, Chair  
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cc Ron Carlee, County Manager



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The Honorable William D. Euille  
Mayor, City of Alexandria  
City Hall  
301 King Street  
Alexandria, VA 22314-3211

Dear Mayor Euille,

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Sincerely,

Phil Mendelson, Chair  
National Capital Region Transportation Planning Board

cc James K. Hartmann, City Manager

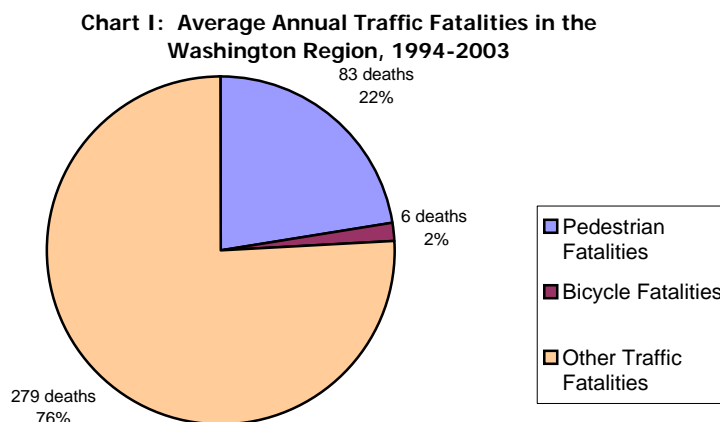
777 North Capitol Street, N.E. Suite 300 Washington, D.C. 20002-4290  
Telephone (202) 962-3200 Fax (202) 962-3201 TDD (202) 962-3213 Internet <http://www.mwkog.org>



## Brief Summary of “Street Smart” Safety Campaign

**Overview:** The “Street Smart” pedestrian and bicyclist safety outreach campaign is now an annual one-month radio and print media campaign, coordinated by the Transportation Planning Board, supported by federal funds made available through state governments, with local funds matching and supplementing the federal funds. The campaign uses radio, metro, bus, and outdoor transit advertising aimed at changing driver and pedestrian behavior. The prime target audience is male drivers age 18 to 34. Campaigns have been held in October 2002, April 2004, and June 2005, with budgets in the range of \$300,000 to \$400,000 for each. The next Street Smart campaign is planned for spring 2006. This briefing paper describes the background of the pedestrian and bicyclist safety situation, shows Street Smart activities in the context of other safety efforts, and gives an outlook to the next campaign in 2006.

**Scope of the Problem:** Pedestrian Safety is a major problem both nationally and in the Metropolitan Washington Region. Of 42,643 traffic fatalities in the United States in 2003, 4,749 were pedestrians, about 11%. Urban areas have higher pedestrian fatality rates than rural areas. The Washington-Baltimore region ranks 22nd out of the 50 largest metropolitan areas in



terms of pedestrian deaths per capita. Pedestrians and bicyclists account for nearly a quarter of those killed on the roads in the Washington region. Over 2600 pedestrians and bicyclist are injured every year, and 89 are killed.

Chart I shows pedestrian and bicycle fatalities in the Washington Region, as a proportion of total traffic fatalities.

**Street Smart and the “3 E’s” of Safety:** Traffic safety has traditionally been addressed through the three E’s: Engineering, Enforcement, and Education. The Street Smart media campaign is meant to complement the efforts of state and local governments and agencies to improve facilities, enforce laws, and train better drivers, cyclists, and pedestrians.

**Why Target Male Drivers 18 to 34?:** Motorists are at fault as often as pedestrians and bicyclists, and the motorist often has some ability to avoid the collision even when the pedestrian is at fault. Male motorists aged 18 to 34 are disproportionately involved (reported in the range of 70% to 80%) in collisions with pedestrians. Alcohol involvement in pedestrian crashes is similar to that in crashes overall. Motorist behavior,



and young male motorist behavior in particular, is a significant part of the problem. The young male driver demographic can be targeted cost-effectively, through radio advertising on selected stations.

**Getting the Message Out:** Young motorists can be reached cost-effectively through radio advertising. Evaluations of the first two years of Street Smart indicate that young male drivers are hearing the messages. Street Smart also tries to reach pedestrians and bicyclists as near as possible to the times and locations they are walking and bicycling, through transit shelter and bus ads. High-crash locations were targeted for transit shelter ads. A television campaign, over and above the limited cable television presence to date, would also be effective, and could be considered if significantly more funds become available for Street Smart in comparison to budgets of previous years. A campaign of the minimum size needed for effectiveness would cost \$100,000 per week.



**Campaign Materials:** Mass media elements for previous campaigns included radio spots, cable television spots, and print media. These were supported by media relations activities, and collateral materials such as posters and flyers that could be given away. The poster at left was used in the most recent campaign. Visit [www.mwcog.org/transportation/streetsmart](http://www.mwcog.org/transportation/streetsmart) to view additional materials.

**Coordination with Law Enforcement:** Coordination of media campaigns with law enforcement is desirable. Fear of legal consequences is a motivator that can be mentioned in advertising. Experience with anti-drunk driving, seatbelt campaigns shows that people are more afraid of getting fined than of being injured.

Enforcement can also help get free media attention, which enhances the public perception that there is enforcement.

TPB staff coordinates with the region's Police Chiefs on complementary enforcement efforts. During the June, 2005 campaign eight police departments participated. The DC Metropolitan Police Department alone distributed over 4,000 pedestrian safety hand-outs, issued 2,716 citations for pedestrian or bicycle-related offenses, and made five traffic-related arrests. More than 50,000 hand-outs were distributed to police departments and other agencies, and several agencies continued to request additional copies after supplies were exhausted.

**TPB Local Funding Request:** The National Capital Region Transportation Planning Board (TPB) is asking each of its member jurisdictions to consider providing funding for the 2006 Street Smart campaign. The suggested level is 5 cents per capita, consistent with previous contributions pledged through a less formal process. TPB undertakes Street Smart in service to the region, complementing the work that individual agencies and jurisdictions accomplish for safety. Only 8% of program funds need to be retained for administrative expenses, so the contributions are very cost-effective in supporting media and other outreach.

September, 2005

Table 1. Suggested 2006 Local Contribution to Annual Street Smart Safety Campaign

Jurisdiction	COG FY 2006	
	Estimated Population	At five cents per capita
Fairfax County	1,055,167	\$52,800
Montgomery County	811,411	\$40,600
Prince George's County	741,218	\$37,100
Prince William County	336,820	\$16,800
Loudoun County	255,616	\$12,800
Frederick County	218,830	\$10,900
Arlington County	201,900	\$10,100
Alexandria, City of	136,500	\$6,800
Charles County, Urbanized Area	74,765	\$3,700
Gaithersburg, City of	61,641	\$3,100
Rockville, City of	57,619	\$2,900
Bowie, City of	55,240	\$2,800
Manassas, City of	36,500	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	22,031	\$1,100
Greenbelt, City of	21,340	\$1,100
Takoma Park, City of	17,229	\$900
Manassas Park	13,225	\$700
Falls Church, City of	10,700	\$500
<b>Total Local Contributions</b>	<b>4,154,144</b>	<b>\$207,800</b>
District of Columbia Est. Federal Funds		\$100,000
Maryland Est. Federal Funds		\$100,000
Virginia Est. Federal Funds		\$100,000
<b>Total Projected Federal Funds</b>		<b>\$300,000</b>
Estimated Grand Total		\$507,800