

REPORT
TPB Citizens Advisory Committee
July 18, 2012
Tina Slater, 2012 CAC Chair
Veronica O. Davis, 2012 CAC Vice-Chair (presiding)

The CAC's meeting on July 12 included a briefing on the recommended projects under the FY 2013 TLC Program, a brief progress report on development of an online clearinghouse of transportation planning activities in the region, and an update on recent public outreach related to the Regional Transportation Priorities Plan (RTPP).

Briefing on the TPB's Transportation/Land-Use Connections (TLC) Program

Deb Bilek of COG/TPB staff briefed the CAC on the recommendations of the TLC Selection Panel which met recently to review applications for technical assistance under the FY 2013 TLC Program. She provided an overview of the program and information on the specific projects that were selected by the panel. She highlighted two new program components: a Regional Peer Exchange Network (RPEN), which kicked off in September 2011 and has included two events so far to allow jurisdictions to share their experiences with the TLC Program; and the Design Pilot Program, which allows the Selection Panel to award up to \$80,000 for preliminary engineering and design of a project that serves the spirit of the TLC Program.

Feedback from CAC members focused mainly on how best to share the findings and "lessons learned" from completed projects so that other jurisdictions in the region could benefit from the work. Staff explained that the "clearinghouse" portion of the TLC website is designed specifically for that purpose – that it includes project descriptions, links to final reports and presentations, and a searchable database of projects.

Update on the "Transportation Planning Information Hub for the National Capital Region"

John Swanson of COG/TPB staff provided a brief progress report on the development of an online clearinghouse of transportation planning activities in the region. He showed Committee members a draft design of the homepage, which continues to evolve based on feedback sessions with various staff and stakeholder groups. He also walked the Committee through the latest version of the website's organizational structure to illustrate what information will be available and how users will be able to navigate it. He noted that both the design and the organizational structure will continue to undergo revisions as additional feedback from staff and stakeholders is gathered.

CAC members stressed the importance of designing the site in a way that enables users to find the information they're looking for as quickly and as easily as possible. One member cited a recent report that said that users should be able to find the information they're looking for in as few as three clicks. Another member said that it should be clear from the homepage how to find information for a specific jurisdiction, especially information about local projects

Other feedback received from the Committee included a suggestion that one to three high-profile projects for each jurisdiction in the region be featured on the site and that contact information for agencies be included as well. Another suggestion was that this site or some other TPB site include information about Complete Streets projects in the region.

Update on the Regional Transportation Priorities Plan (RTPP)

Ron Kirby of the TPB staff provided a comprehensive overview of RTPP planning activities to date, including a summary of the forum on June 2 that was designed to measure citizen attitudes about transportation challenges and potential strategies for addressing those challenges. Mr. Kirby emphasized the importance of keeping information about the priorities plan concise and interesting.

Mr. Kirby said that staff tentatively planned to conduct the next round of public outreach using a web-based survey tool to help communicate the latest iteration of the RTPP goals, challenges, and strategies. The web-based tool will allow TPB staff to reach a larger segment of the general public, perhaps a sample of 600 individuals who represent the region, in addition to regional stakeholders and the TPB's citizen committees.

For the next round of outreach, Mr. Kirby said a more comprehensive set of strategies will be developed. This set of strategies will contain three categories: near-term, ongoing, and long-term so that people can distinguish between strategies with different time-frames, costs, and benefits. He said that long-term strategies will be presented within the context of integrated multi-modal and land-use scenarios that profile alternative futures for accommodating projected growth in our region.

CAC comments and questions included the following:

- ***Which scenarios will be used as the basis for long-range strategies? Will new scenarios be developed or will previously developed scenarios be used?*** Mr. Kirby responded that there was not enough time to develop new scenarios, so staff was proposing that previously developed scenarios, particularly the CLRP Aspirations Scenario, should be used as the basis for a discussion about long-term priorities.
- ***How will the study encourage consideration of the integrated effects of combined transportation strategies?*** For example, a CAC member noted that bike sharing is most effective when it is linked to other modes and integrated into mixed-use communities. How will such combined effects be measured? Mr. Kirby answered that benefit-cost analysis will be used to examine such impacts. He also noted that system-based scenarios, such as the Aspirations Scenario, will look at the combined effects of transportation and land-use changes.
- ***Lack of transparency is a challenge for all the region's jurisdictions, not just WMATA.*** Mr. Kirby's presentation noted that participants in the June 2 forum had identified

transportation as a serious challenge, particularly for WMATA. CAC members discussed the need to encourage state DOTs and local jurisdictions, as well as WMATA, to become more accountable. In addition, the TPB itself should do some reflection on whether its own process is as transparent as it might be.

- Comments and questions about *the survey* that will be conducted in the fall included the following:
 - How will the TPB ensure a *representative sampling*? Mr. Kirby responded that in order to obtain a representative sampling, anonymous participants could be recruited based upon a predetermined demographic profile. He said he thought participants such a representative survey would need to be paid a stipend.
 - TPB staff should consider making the survey accessible through *mobile phones*.
- CAC members suggested the following *specific topics* might be included in the RTPP:
 - The role of *tourism*
 - The role of *taxis*
 - Potential roles for *jitneys* and *ferries*
 - Improvements in *on-time traffic information*
- Comments about RTPP *materials* included the following points:
 - Members were very complimentary of the *Discussion Guide*, which they said was useful, attractive and easy to understand.
 - Members suggested some of the material was still somewhat *jargon-laden*. For example, the information about scenarios would not be readily understandable to average citizens.

ATTENDEES CAC Meeting, July 12, 2012

Members Present

1. Maureen Budetti (VA)
2. Veronica Davis (DC)
3. Harold Foster (DC)
4. Kelby Funn (MD)
5. Anita Hairston (DC)
6. Allen Muchnick (VA)
7. Emmet Tydings (MD)

Members Not Present

1. Bill Easter (MD)
2. Rob Mandle (DC)

3. Larry Martin (DC)
4. Krystle Okafor (MD)
5. Jeffrey Parnes (VA)
6. Tina Slater, Chair (MD)
7. William Soltesz (VA)
8. Stephen Still (VA)

Alternates Present

- Justin Clarke (MD)
John Epps (MD)
Kimberley Kaplan (VA)
Peter Pennington (VA)

Staff and Guests

Ron Kirby, COG/TPB staff
John Swanson, COG/TPB staff
Ben Hampton, COG/TPB staff
Deb Bilek, COG/TPB staff
Dan Sonenklar, COG/TPB staff
Christine Green, Safe Routes to
School National Partnership
Elizabeth Hammer, FHWA Intern
Bill Orleans, citizen