
**TPB TECHNICAL COMMITTEE
MEETING SUMMARY**

November 5, 2021

1. WELCOME, VIRTUAL PARTICIPATION PROCEDURES, AND MEMBER ROLL CALL PROTOCOL

Staff described the procedures and protocols for the virtual meeting and conducted a roll call. Meeting participants are documented in the attached attendance list.

2. APPROVAL OF THE OCTOBER 1, 2021 TECHNICAL COMMITTEE MEETING SUMMARY

There were no questions or comments regarding the September Technical Committee meeting. The summary was approved.

ITEMS FOR THE BOARD AGENDA

3. 2021 ENHANCED MOBILITY GRANT SOLICITATION

Ms. Winchell-Mendy briefed the committee on the selection criteria, selection committee priorities and types of applications received under the 2021 Enhanced Mobility of Seniors and Individuals with Disabilities Program. She also shared the timeframe for TPB and AFA approval. There were no questions.

4. PBPP – TRANSIT SAFETY TARGETS APPROVAL

Mr. Randall briefed the committee on the final draft regional targets for the transit safety performance measures, per the federal performance-based planning and programming (PBPP) requirements for public transportation providers and MPOs to set targets for transit safety performance measures, including fatalities, injuries, safety events, and system reliability. He reviewed the past schedule of briefings, including to the committee and board in October. The TPB is scheduled to approve the targets at the November board meeting. He then showed the committee the table of final draft targets, noting that no comments had been received on the initial draft targets.

Mr. Srikanth asked about this year's targets as compared to last year's targets. Eric Randall responded that the targets are very similar, with no fatalities anticipated and with fewer serious injuries anticipated. This latter is in part due to better understanding and predictions of serious injury trends and better record keeping, but also in part due to reduced ridership and service because of the pandemic.

5. UPDATED DRAFT REGIONAL CONNECTED AND AUTOMATED VEHICLE PRINCIPLES

Mr. Meese referred to a memorandum, attachment, and presentation included in the meeting materials. He said that although this topic was a review for the Technical Committee, it would be going to the TPB for the first time at the November 17 meeting. The TPB presentation was anticipated to be briefer than today's presentation, but also will include some of the background information that the Technical Committee saw in September. He summarized the major changes since the Technical Committee last discussed this topic in September. Changes included the principles being re-ordered for clarity, the addition of a new principle around the topic of legal liability, and limited other wording changes, mostly in the slides' explanatory notes. These changes followed recent discussions with the Access for All Advisory Committee, the Systems Performance, Operations, and Technology Subcommittee, and the Community Advisory Committee.

Mr. Meese highlighted just a few of the principles for today's discussion that had changed or generated discussion among stakeholders, including on safety, equity, interoperability, legal liability, and

costs/revenues. He said there were now 18 principles rather than 17, with details in both the memorandum and the slide deck. He said that following presentation to the TPB at the November 17 meeting, staff will bring final principles back to the TPB for approval at a future meeting, likely the January 2022 meeting. Following TPB approval, the final principles would be incorporated into the text of Visualize 2045.

Mr. Erenrich asked whether there were work program elements or activities that TPB planned to undertake following approval of the CAV principles.

Mr. Srikanth offered a number of observations. First, on the question of whether the MPO sees this as an active program along the lines of the TLC, TAP, Roadway Safety, or Enhanced Mobility programs where either direct funding or technical assistance are provided, the response as of now is no, both for lack of identified funding, as well as the practical difficulties for the MPO to get meaningfully involved in broad, multidisciplinary, multi-stakeholder activities such as with CAVs. The second observation was on how we may use this information in TPB's long-range transportation planning. Under the advice offered by the CAV white paper, this is one of the planning elements we have to engage in at the metropolitan level. Over the years, the TPB has developed a whole set of planning and programming policy principles: roadway safety, freight, value pricing, and now on CAVs. These principles help inform all of the 24 TPB member agencies as they make transportation project-level and programming-level decisions, and we ask that they ensure that these principles are advanced or supported. The third observation was that, since we are very early in this process, we do not know within CAVs whether any of these principles will come down to an individual project assessment. It could be a policy enactment level or a program-wide level. But we do rely on the project description sheet, and our plan is that agencies would provide relevant information on the project description sheet, including how they considered any or all of the TPB's CAV principles.

INFORMATION ITEMS

6. RTS IN-DEPTH ANALYSIS

Ms. McCall shared background about the development of the Regional Travel Survey (RTS) In-Depth Analysis. While delivering presentations on the initial findings of the RTS, Dr. Joh requested committee members send questions to evaluate using the results of the RTS. Staff set the questions to the side until post-survey processing, survey expansion, and the release of the public file was complete. Last year, staff reviewed and selected eleven questions to examine for this project. This is the first time that staff performed in-depth analysis on the results of the household travel survey. Ms. McCall also noted that this is the second of four presentations planned for the TPB Technical Committee on this project. Dr. Joh and Mr. Gao described the questions they examined and corresponding findings. Dr. Joh reported on travel patterns for low-income households. Mr. Gao reported on the characteristics of late-night travelers and trips as well as trends in late-night travel modes. Finally, Ms. McCall noted that responses to the eleven questions have been posted to the RTS website. Additional resources on the RTS website include the RTS technical documentation, the Regional Transportation Data Clearinghouse (RTDC) RTS tabulations, and the RTS public files.

Mr. Groth noted while the survey is developed to support the model, the additional questions and deeper dive provide insight that can drive policy and decisions, debunk concerns and myths, and find truth and reality.

Mr. Erenrich noted that late night metro hours have changed over time and ridership depends on whether service is available. It may not be a predominant mode during certain times if it is not available. Mr. Phillips noted that service was available until 11:30 p.m. on Monday through Thursday and 1 a.m. on Friday and Saturday between 2017 and 2019. Mr. Srikanth noted that the information is helpful because it may highlight an opportunity to reconsider the service hours for Metrorail and determine if there may be an opportunity to attract riders when service is not available.

Mr. Edmondson inquired if there are any regression tables available, particularly that evaluate how income and race impact travel distance.

Dr. Joh noted that for this analysis, staff focused on developing descriptive statistics and did not produce regression tables. It may be something staff performs in the future. Ms. McCall noted that the public file is available if there is a desire to do more and the RTDC RTS Tabulations include summary tables for most variables for inside and outside of the equity emphasis areas.

Mr. Ruiz inquired if there is any information on what percentage of employment in the region has start and end times between midnight and 4 am.

Mr. Gao noted that staff has the sample size, which was small, and can produce a weighted percentage.

Ms. McCall noted that Ms. Kile will return with an analysis focused on work and end times in a couple of months.

Mr. Weisberg thanked staff for taking a deeper dive into the results of the RTS. The data uncovers some very concerning trends; he is curious what the next steps might be for addressing some of these issues. He suggested it is important to consider next steps and action items and not simply let this information sit on a shelf.

Mr. Ruiz asked if geographic data are associated with the trips.

Ms. McCall explained that all of the records in the public file are coded to TAZ and other Census geography.

Mr. Ruiz inquired if there is a way to identify what trips are being modified within the existing transit service window.

Ms. McCall explained that the focus of the survey was a travel diary to collect travel behavior over a day, respondents were not asked about tradeoffs or stated preferences.

Dr. Joh explained that a travel diary in which households reported their travel over a 24-hour period was the key source of information collected by the RTS. The survey is comprehensive, and its main purpose is to inform the Regional Travel Demand model, so there was not an opportunity to inquire about stated preferences. There are certainly other surveys that TPB staff could pursue in the future that focus on stated preference.

7. BLUE ORANGE SILVER (BOS) LINE STUDY

Mr. Phillips provided a progress update on the Blue/Orange/Silver Corridor Capacity & Reliability Study (BOS Study). Metro launched the study in 2019 to address several longstanding challenges in the BOS transit corridor, including capacity constraints, passenger crowding, reliability, and sustainability. He described the study process to date, stakeholder and public engagement, the six alternatives currently under consideration, and the results of a performance assessment/cost-benefit analysis of those alternatives.

Mr. Phillips reviewed the limitations imposed by interlining the three lines and went over the four goals of the BOS study: provide capacity, improve on time performance and reliability, improve flexibility and efficiency, and support development and accessibility. He emphasized that the time required for a major capital infrastructure investment is typically measured in decades and cautioned that this study is only the very first step with no financial commitment; if demand changes because of the pandemic and

other factors, the study can adapt. He also discussed some of the outreach to date and how they arrived at the six alternatives presented today. He reviewed each alternative in detail, noted some important aspects such as rail line yard access, and then showed the results of the cost benefits analysis. He closed with a schedule for next steps in outreach leading up to a possible selection of a preferred alternative sometime in 2022.

Mr. Malouff asked if other improvements to passenger capacity has been explored, such as better signaling, bench seating, or open gangway trainsets. Other options than a very expensive new rail tunnel need to be fully explored.

Mr. Phillips responded that all of these have been evaluated, and typically have significant trade-offs. Even better signaling equipment could only increase maximum trains per hour from the current twenty-six to twenty-seven or twenty-eight an hour, which is not enough additional capacity to meet projected demand.

Mr. Ruiz asked if these alternatives considered automatic train operation on the new downtown alignment.

Mr. Phillips responded that improvements to ATO and to signaling were not included in the analysis to date, but these would only offer marginally additional capacity.

Mr. Ruiz went on to note that the VRE System Plan update will be looking at opportunities to provide redundancy to existing transit markets such as Alexandria to L'Enfant Plaza or Franconia-Springfield. to D.C. VRE essentially operates a parallel service in those corridors that will be scaled up considerably in the next 20 years due to the Transforming Rail in Virginia infrastructure initiatives and the new Long Bridge.

Mr. Weissberg highlighted the National Harbor alignment as receiving a lot of interest at the recent BOS presentation to the Prince George's County Council. He asked about assessing equity and if the equity emphasis areas were considered in this analysis.

Mr. Phillips responded that equity was one of the first issues considered and that the equity emphasis areas were analyzed. Equity and sustainability performance measures were calculated for the six alternatives.

Mr. Erenrich noted that these types of studies take decades, just as with the Traffic Relief Plan. The underlying travel assumptions used in models may well become obsolete. Flexibility in the project planning process is needed as further study takes place.

Mr. Phillips responded that he would expect the FTA to strongly suggest more recent travel data in reviewing any capital grant application. New travel data might be developed in 2025 or 2026.

Mr. Srikanth asked about steps in the project planning process and how new data might impact that. Mark responded that the NEPA project development process is fixed at two years, and WMATA does not expect to begin this process for several years as much more work needs to be done until ready to begin. If new data is developed, including from COG's land use updates, then the study will take that on as possible,

Mr. Edmondson queried the best investment if the region had \$20 billion for new rail infrastructure and whether there could be investment in MARC and VRE in ways that complement and enhance WMATA services.

Mr. Phillips responded that he would add these considerations to a to-do list for further analysis.

Mr. Edmondson added that WMATA should consider alignments versus commuter rail service and transit bottlenecks so as not to preclude future alignments. He also added that given the long development cycles for Metro, he would like to see WMATA consider what 9000-series design aspects would enhance capacity.

Mr. Phillips responded noting that WMATA is looking at the potential for development and how that might impact a potential BOS project. The 9000-series rail car design process will not begin for several years or even a decade, so design criteria would need to be reviewed at that time.

Ms. Calkins, DCOP, asked when the next round of public outreach would be. Mark responded likely February and March 2022, so as not to conflict with the WMATA budget outreach effort.

Mr. Phillips closed by thanking any study stakeholders in the audience.

8. STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN: FY 2021 RESULTS AND PLANNED ACTIONS FOR FALL 2021

Mr. Farrell presented on the Street Smart Pedestrian and Bicycle Safety Campaign. He said that Street Smart deals with education through mass media, aimed at driver, pedestrian and bicyclist behavior. We do two waves of advertising and outreach per year, one in the Fall, and one in the Spring. Peak fatalities are in the Fall, so we focus our efforts then. The Fall campaign was kicked off yesterday in Oxon Hill, MD. The event was hosted by Prince George's County. We also had an enforcement activation, a scheduled crosswalk enforcement, after the press event. And next Tuesday we will hold a webinar on Best Practices in Pedestrian Enforcement, for our law enforcement partners and safety planners. He said that the FY 2021 campaign was affected by COVID, with the testimonial wall becoming an unstaffed, touchless exhibit, and the Fall 2020 enforcement events were cancelled. Details can be found in the FY 2021 Annual Report.

Mr. Weissberg asked what kind of news coverage was generated by the press event yesterday.

Mr. Farrell replied that the press coverage was still being gathered.

Mr. Weissberg asked if in-person crosswalk enforcement was likely to decline.

Mr. Farrell replied that for the Street Smart program we are following the preferences of the partner jurisdictions. From the point of view of our program, we find the enforcement to be very effective. The TV news loves covering the possibility that motorists might get a ticket. In larger terms, the countries that have been successful in reducing their pedestrian fatalities do a lot more traffic safety enforcement, both in person and by camera, than we do. They also do more in terms of engineering, driver education, and vehicle design, so it's hard to disentangle the effects. Speeding, turns, and red light running can be done by camera. He said failure to yield is a little more difficult to automate, and he is not aware of it being automated anywhere. Mr. Weissberg replied that there was a wish in Montgomery County to take the camera enforcement out of the police department and move it into the department of transportation.

9. REGIONAL TDM RECOVERY MARKETING CAMPAIGN

Mr. Ramfos briefed the group on the recent "Look Again" Regional TDM Recovery marketing campaign that was developed in consultation with the state funding agencies, regional partners, and the O'Donnell Company, Commuter Connections' advertising agency. The idea of the campaign was to nudge commuters back to their pre-pandemic commuting modes as many workers were expected to return to work around Labor Day. He explained that even though it was unclear as to when a full

recovery may be at hand, it was important that work begin to develop messaging and a campaign to welcome back commuters to transit and other commute modes such as vanpools and carpools. The work on the regional TDM recovery marketing campaign started early this past spring with the idea that most employers would have employees back in the office by September. Unfortunately, the Delta Variant related to the COVID pandemic popped up and sent employers back to the drawing table on return to work plans. During the pandemic, local bus ridership had decreased despite most of the local bus systems operating at about two-thirds of their pre-pandemic service levels. One of the goals of the campaign was to help restore ridership levels and help restore fare revenue as well as to promote the use of commuter bus and rail service as well as the formation of carpools and vanpools.

Mr. Ramfos stated that transit dependent communities were hit hardest during the pandemic with reduced transit availability. Commuter bus systems have particularly been hit hard and will need help to get their ridership back up as they tend to serve long distance riders along many congested corridors. Crafting a message to this group as well as to carpool and vanpool groups through creative messaging was one of the campaign goals, so that when the timing was right the campaign could be released. The overall objective was also to place Commuter Connections in a positive position to help the region's recovery efforts.

Mr. Ramfos said that the total media budget for the overall campaign was \$550,000 with the majority of that earmarked to the transit-dependent efforts. The campaign was broken down into two sub-campaigns. One focused on the transit dependent community in equity emphasis areas and the other reached a broader/general audience, which is the program's typical target market. The majority of the media budget went toward the transit-dependent group with a heavier emphasis in the messaging and creative on local and commuter buses as well as rail. The general audience messaging pushed the same transit options along with carpooling and vanpooling. The media mix is a little different between the two since the transit-dependent campaign was much more targeted in order to reach the designated equity emphasis areas.

Mr. Ramfos stated that an earned media plan which included social media posts, communications with transit journalists, community outreach as well as earned media placements included a well-placed Op-Ed in the Washington Post that detailed his return to work using a commuter bus. Mr. Ramfos then showed and explained the media spend dollars for both the transit dependent and general audiences. He also stated that media partners provided some added value opportunities equaling an estimated \$130K in bonus opportunities. It was very important to reach the transit dependent communities in Equity Emphasis Areas and partners that had diversity in their ethnic composition and listenership. The media partners which were chosen had a large representation of African Americans and Hispanics. For El Zol, the radio spots were all broadcast in Spanish. Since many people are working from home and listening to streaming services, he said that Pandora and Spotify radio streaming services were used. The great thing about both of these media outlets is that the radio spots were targeted to specific zip codes that reached the transit dependent communities.

Mr. Ramfos said that a map of the Equity Emphasis areas used for the Regional TDM Recovery campaign was shown. He said that the goal for reaching the transit-dependent audience was to find a strong mix of targeted streaming radio as well as diversity in the traditional broadcast stations. He played a 15 second ad from the transit dependent campaign and another from the general audience campaign. He explained that a local influencer, PoPville, was used to develop a blog post which ran in late August. On the day the post went live, the PoPville homepage, where it was published, had nearly 36,000 views. They also had a Facebook post that reached over 2,800 people in the same week. Ramfos then displayed some examples of the digital banner ads that were used, mainly as additional value ad for the campaign. Mr. Ramfos then played two You Tube videos which were used in the campaign. One video was targeted to the transit-dependent community and the other to the general audience.

Mr. Ramfos showed animated social media posts created along with some of the images that were produced to support the copy to further engage the viewer. A few transit ads were also designed for use with MARC and VRE and were installed at a couple of locations in the region. Several transit partners donated ad space including PRTC Omniride, Fairfax County Connector, Montgomery County RideOn and Prince George's County TheBUS and Mr. Ramfos showed an example of one of the transit ads on a Ride On bus. In late June when the campaign began, Commuter Connections sponsored a handful of newsletters with WTOP, Audacy, Petworth and Patch. Animated infographics were used on social media and were great because each one tells a little story with some fun facts in a very short period of time which helps to increase engagement on social media. A direct mailer to 500,000 households, of which about 300,00 went to Equity Emphasis Areas, incorporated the recovery campaign messaging and included an application to sign up for GRH and/or ridematching. The mailer also included the phone number, website and a QR code as other options to sign up.

Mr. Ramfos covered the results and stated that the campaign effectively increased call volume, website hits, and program registrations for ridematching and the Guaranteed Ride Home Program. He then covered transit ridership levels for Metrorail, Metrobus as well as local transit and commuter rail.

OTHER ITEMS

10. OTHER BUSINESS

COG hybrid/in person meeting status report

Staff updated the Technical committee that meetings will remain virtual through December. Hybrid meetings are estimated to begin in January and staff will keep members informed.

Voices of the Region (VOR) Focus Group Report – on TPB agenda

Staff informed the Technical committee about the finalization of the VOR report. This report details findings from 11 focus groups on equity, safety, and climate change. Staff will be presenting about the report at the TPB meeting later this month.

Aspiration to Implementation status report

Staff updated the Technical committee on the status of the Aspiration to Implementation efforts. This was an open outreach public engagement tool using QR codes from around 40 posters that were spread across the region. About 500 comments were received and are currently being analyzed.

FY 2023 TLC Solicitation announcement – December 1

Staff updated the Technical committee that the TLC solicitation/application period will begin a month earlier this year. It will begin during the first week of December and applications will be due in mid-February.

Transit equity letter (TPB was asked to send a letter to WMATA)

Staff informed the Technical committee about events that occurred during and after the October TPB meeting. Staff was asked to prepare a letter for the general manager (GM) of Metro asking Metro to move forward with looking at a restructuring of bus service in the region with an emphasis on equity. That letter has been signed by the Chair and sent to the Metro GM and will be available for viewing when the TPB meeting materials are published.

AMPO Conference Presentations

Staff informed the Technical committee about presentations that COG staff gave during the AMPO Conference. These topics included the big data study, scenario planning, and bicycle and pedestrian access to transit.

Northern Virginia Park and Ride Assessment

Staff informed the technical committee of the assessment of park and ride facilities in Northern Virginia. The project was completed in June and the materials were recently posted online. Materials include a final report, story map, and inventory map. Information about this study can be found at the following URL: <https://www.virginiadot.org/projects/northernvirginia/novaparkandride.asp>

Staff Updates

Staff informed the technical committee that TPB staff member, Jessica Mirr, will be leaving COG.

11. ADJOURN

No other business was brought before the committee.

ATTENDANCE

MEMBERS AND ALTERNATES PRESENT	
Mark Rawlings – DC DOT Kristin Calkins – DCOP Jason Groth – Charles County Mark Mishler – Frederick County David Edmondson – City of Frederick Eric Graye – Montgomery County Gary Erenrich – Montgomery County Victor Weissberg – Prince George’s County Jennifer Slesinger - Alexandria Dan Malouff – Arlington County Malcolm Watson – Fairfax County Robert Brown – Loudoun County Chloe Delhomme – City of Manassas Sree Nampoothiri – NVTA	Sophie Spiliotopoulos - NVTC Norman Whitaker - VDOT Maria Sinner – VDOT Regina Moore – VDOT Ciara Williams – VDRPT Amy Garbarini - VDRPT Katherine Youngbluth - VRPA Nick Ruiz - VRE Mark Phillips – WMATA Laurel Hamming – NPS
OTHERS / MWCOG STAFF PRESENT	
Lyn Erickson Kanti Srikanth Tim Canan Andrew Meese Mark Moran Andrew Austin Dusan Vuksan Jane Posey Bill Bacon Jon Schermann Nicole McCall	Eric Randall John Swanson Sergio Ritacco Leo Pineda Sarah Bond Stacy Cook Jeff King Jinchul Park Bryan Hayes