
TPB CITIZENS ADVISORY COMMITTEE ANNUAL REPORT

July 24, 2019

Rob Jackson, CAC Chair

The Citizens Advisory Committee (CAC) met on Thursday, July 18. At the meeting the committee was briefed on the MARC-VRE Run Through Service Study and updates to the TIP and Air Quality Conformity Analysis. Most of the committee's time and discussion focused on a discussion with staff about ways to make the aspirational initiatives easier for the public to understand.

IMPLEMENTING THE VISUALIZE 2045 ASPIRATIONAL INITIATIVES

Stacy Cook, TPB Transportation Planner, described how the TPB worked with the jurisdictions, elected officials, and other stakeholders to develop the seven aspirational initiatives that were included in Visualize 2045.

Abigail Zenner, TPB Communications Specialist, led a discussion with the committee about how to make the Visualize 2045 aspirational initiatives more accessible to the public. She said that this discussion will inform future staff outreach regarding the initiatives.

The following is a summary of committee comment:

- Show how the impacts of the different initiatives compound when they are implemented side-by-side. The initiatives are exciting because they can each catalyze a virtuous cycle. Consider explaining those virtues more explicitly. Possibly downplay the individual impacts and focus on the cumulative impact.
- Provide some examples what it would look like if specific initiatives were implemented. Use more graphics.
- The language used to describe the initiatives seems lofty. Connecting the initiatives to people's experiences will make them more relevant. Personalizing the concepts will also make it easier to build support for the initiatives.
- Unpack technical language so it is easier to understand. For example, the average resident of the region does not know what terms like "ridership" mean.
- Consider using more graphics, animations, or videos to explain the concepts behind the initiatives. This might make it easier for people to comprehend the initiatives, but also make it easier for people to share information about them.
- Consider re-writing the initiatives with parallel constructions. Currently, some read as goals and others for solutions for achieving those goals.
- Provide more context around some of the history, especially about how the challenges the region faces came about. Connecting the initiatives to this history might help them seem like more natural solutions.

- Recognize the complexity and diversity of the region. Be very clear that though conceptually the initiatives are broadly applicable, the way that they are implemented local may change depending on where you are in the region. There is no one size-fits-all scalable solution.
- Don't only talk about how the initiatives impact people's commutes. People are moving throughout the region at all times of day every day of the week. Focusing just on work related trips can seem isolating. Connectivity needs to be continuous.
- Include a timeline showing what has changed over the past 25 years, and what is expected to change in the next 25 years.
- Talk about how things might look if nothing changes.

This discussion will continue at the September CAC meeting when the committee will be asked to identify examples of initiatives have already been successfully implemented, or places / ways that the initiatives could have an impact if implemented.

OTHER ITEMS

- Nicole McCall, TPB Transportation Planner, briefed the committee on the MARC-VRE Run Through Service study.
- Andrew Austin, TPB Transportation Planner, briefed the committee on the federal requirements for air quality conformity, the TPB's process for analyzing air-quality, and project changes for the 2021-2045 TIP and Visualize 2045.
- Lyn Erickson, TPB Plan Development and Coordination Program Director, reviewed the agenda for the June TPB meeting.

ATTENDEES

MEMBERS PRESENT	ALTERNATES	TPB STAFF AND GUESTS
Rob Jackson, chair	Jacqueline Manapsal	Lyn Erickson, TPB staff
Nancy Abeles, vice-chair	Katie Weintraub	Bryan Hayes, TPB staff
Meredith Howell, vice-chair	Ronit Dancis	Abigail Zenner, TPB staff
Kalai Kandasamy	Veronica Lowe	Nicole McCall, TPB staff
Jeff Parnes	Audrey Derissaint-Nwaze	Andrew Austin, TPB staff
Lorena Rios	Beth Peralta-Reed	Stacy Cook, TPB staff
Jonathan Warner	Elisa Walton	
Karthik Balasubramanian		Bill Orleans, public