

ITEM 11 – Information

October 21, 2020

Citizens Advisory Committee: Update and Recruitment

Background:

The board will be briefed on recommendations for updating the Citizens Advisory Committee and will be asked to approve the recommended changes in November. The goal is to have the updated committee start in January 2021.



MEMORANDUM

TO: Transportation Planning Board
FROM: Bryan Hayes, TPB Transportation Planner
SUBJECT: Recommendations for updating the Citizens Advisory Committee and committee operating procedures
DATE: October 15, 2020

This memo describes recommendations for updating the TPB's Citizens Advisory Committee, or CAC. The committee was established by the TPB in 1992 and its current structure was formalized by board resolution in 1999.

The recommendations include changing the committee name; updating the mission; making meetings more accessible; increasing the term length and meeting schedule; providing more training; clarifying member expectations; updating committee structure; and updating member selection. These recommendations reflect input received from the CAC at their September meeting and the State Technical Working Group, Technical Committee, and Streeting Committee at their October meetings. The board will be asked to approve a final set of recommendations at the November TPB meeting.

Recruitment for the 2021 CAC is expected to start the week of October 19. Members of the Technical Committee and Transportation Planning Board will be called upon to raise awareness about the application process in their jurisdictions and identify possible candidates from their planning areas. Recruitment will occur concurrent with the update so the new CAC can begin its work in January 2021.

UPDATING THE COMMITTEE

When the current structure of the Citizens Advisory Committee was formalized by board resolution in 1999, the committee served as the primary focus of TPB public engagement efforts. In the following 21 years, the TPB has expanded the scope of its public engagement and refined the role of advisory committees in its process. While there have been small operational changes to the committee during that time, there have been no significant updates to committee structure or operations.

Now is a good time to update the CAC. Staff are completing an update to the TPB Participation Plan, which is expected to be approved by the board in October 2020. The updated Participation Plan provides policy guidance for staff interactions with the public and the role of advisory committees in the TPB's process. The role of the CAC was also a subject of a consultant-led evaluation of TPB participation activities that was conducted in 2019. One of the recommendations from that evaluation – supported by committee members and staff – was to update the CAC to clarify member roles and committee purpose at the TPB.

RECOMMENDATIONS

The following recommendations draw from discussion with current and past CAC members, discussion from the consultant-led evaluation of participation activities, and the 2020 TPB Participation Plan update.

The goals of these recommendations are to: ensure that committee members represent the variety of jurisdictions and communities in the National Capital Region, strengthen the relationship between elected officials on the board and the committee, and modernize operating procedures and member expectations.

Change committee name

Staff recommend marking a new era for the advisory committee by updating its name. The new name should be inclusive of members and communicate who sits on the committee. Names that were considered include: Public Advisory Committee (PAC), Resident Advisory Committee (RAC), and Community Advisory Committee (CAC). Community Advisory Committee received the most positive feedback.

Update the mission

At the July 2020 TPB meeting, the board renewed and clarified its commitment to equity. Staff recommend that the mission should be updated to reflect this commitment to equity. The recommended addition to the mission is bold in the text below.

The CAC's mission is:

- *to promote public involvement in transportation planning for the National Capital Region;*
- ***to advance equitable representation in regional transportation planning;***
- *and to provide independent, region-oriented **community** advice to the TPB on transportation plans, programs, and issues in the region, including responding to requests from the TPB for comment on specific issues or subject matters.*

Make meetings more accessible

Historically, committee meetings were only held in-person at a COG meeting room. Due to the TPB's large geographic planning area, this makes it difficult and time consuming for members who live in the outer jurisdictions to participate in committee meetings. Staff recommend making meetings more accessible by hosting a mix of in-person and online meetings. In-person meetings are preferred because they create more comradery and robust discussion, but there is also a benefit to hosting meetings online, from time-to-time, to increase participation.

Increase term-length and meeting schedule

The current term for CAC members is one-year. Based on input from current and past committee members, staff recommend extending the term-length to two-years. This will allow the committee to track TPB work over multiple years. It will also help smooth the learning-curve for new members.

Staff recommend that the committee meet 21 times during the two-year term. In the first year, the committee will meet ten times (February, March, April, May, June, July, September, October, November, and December). During the second year, the committee will also meet in January.

Provide more training

Members report that it can take a year or more before they confidently understand TPB process. To help get new members up to speed, staff recommend providing more training between the time members are selected and start their first meeting. This training should cover topics including: Metropolitan Planning Organizations, the TPB and its role in the region, past committee accomplishments, understanding their role as a committee member, and how to get their communities involved.

Clarify member expectations

Starting in 2020, CAC members were asked to agree to a list of participation expectations for being a member on the committee. These expectations covered behavior and attendance. Staff recommend further clarifying and adding to these expectations so that members understand what is expected from them. This would include expectations around attendance and behavior, but also provide more clarity around what it means to be a CAC member, and who CAC members represent.

Staff are also considering making it a requirement that CAC members work with TPB staff to prepare a briefing for the committee once during their term about the transportation issues that are important to their community. Staff could facilitate a discussion between Technical Committee and board members with the CAC member, and then assist summarizing remarks to share with the CAC.

Update committee structure

Currently, the 15 members of the committee are equally distributed, based on state-level jurisdictions, among the District of Columbia, Maryland, and Virginia. For each of the three states, two committee members (a total of 6) are selected by the current committee, and three members (a total of 9) are nominated by the incoming TPB officers. An additional 3 members from each jurisdiction (9 in total) are nominated as alternates by the TPB officers. The TPB votes to approve the entire slate of members and alternates.

Staff recommends increasing the total number of members and treating all participants as members. Specifically, staff recommends having a total of 21 members. Instead of allocations by state, staff recommend distributing the membership based on the TPB's three subregional geographies: core, inner suburbs, and outer suburbs.¹ Years of TPB survey data show that the transportation experiences of the region's residents correlate more to their proximity to the regional core than they do to a person's state of residence. These experiences include people's mobility and accessibility needs, modal experiences, priorities for alternative mobility, and accessibility strategies. Shifting to appointments by TPB subregion will maximize and balance the transportation perspectives shared by committee members and the feedback it provides to the board.

To ensure that the committee represents the diversity of the region, staff are considering setting aside seats to function as "at-large" appointments. In addition to making sure that these appointments help the committee maintain its racial and ethnic diversity, they also can be used to represent different modal priorities, jurisdictions, and perspectives.

¹ The three TPB subregions are defined as follows:

- *Core*: D.C., Arlington Co., and Alexandria
- *Inner Suburbs*: Fairfax Co, Montgomery Co., Prince George's Co., Bowie, College Park, Falls Church, City of Fairfax, Gaithersburg, City of Laurel, Rockville, Takoma Park
- *Outer Suburbs*: Charles Co., Fauquier Co. (urbanized area), Frederick Co., Loudoun Co., Prince William Co., City of Frederick, Manassas, Manassas Park

Update member selection

Historically, the incoming TPB officers review all completed applications and select CAC members for their state. Staff recommend updating this process to include more staff involvement and selection criteria, like the process used in selecting projects for the TLC and TAP programs. Staff will solicit applications in the fall before a new term starts. Once the incoming TPB officers have been appointed, staff will share all completed applications with the officers. Additionally, staff will recommend committee membership based on selection criteria. The officers will be asked to make nominations to the board at the January TPB meeting. These nominations can include changes to staff recommendations. The board will vote to approve nominations at the January meeting and the new committee will begin in February.

The selection criteria will be designed to select members to represent the TPB subregions and as many member jurisdictions as possible. They will also seek to balance racial and ethnic diversity and a variety of transportation perspectives. Possible criteria include: TPB member jurisdiction, service on CAC, familiarity with transportation planning, demographics, and community leadership experience.

PROPOSED UPDATE TO CAC OPERATING PROCEDURES

The following proposed operating procedures update the procedures detailed in the 2014 Participation Plan. These proposed procedures reflect the recommendations made above.

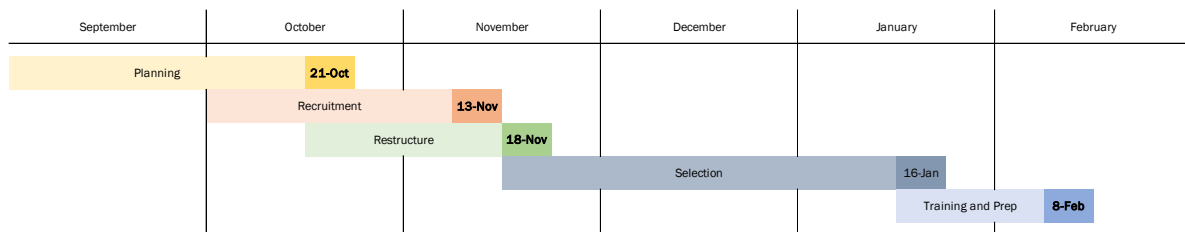
Draft CAC Operating Procedures

The Community Advisory Committee (CAC) shall have 21 members approved by the TPB. Membership appointments shall be recommended to the TPB as follows:

- A two-year term of membership in the CAC will begin in February and end in December of the following calendar year. During a term the committee will meet 21 times – every month except August.
- Staff shall solicit applications in October and November and present the completed applications to the incoming TPB officers after their appointment in December. Staff will make recommendations for committee membership to the TPB officers who will formally nominate committee membership for approval by the board at the January TPB meeting.
- All members should represent the environmental, business and civic interests in transportation, including appropriate representation from low-income, minority and disabled groups and from the geographical area served by the TPB.
- The chair of the CAC for each calendar year shall be appointed by the incoming TPB chair for that year. The CAC chair shall select two vice-chairs so that the chair and two vice-chairs represent the TPB sub-regions.
- The appointments to the CAC for each term year shall be approved by the TPB no later than the January meeting of the TPB.
- The CAC shall meet at least two days prior to the day of each TPB meeting. Mailout materials for the TPB meeting shall be available for the CAC meeting. The schedule of meeting times for the calendar year shall be developed by the CAC at its first meeting of the calendar year and notice of the schedule shall be provided to the general public.

- The CAC chair shall encourage members of the general public to participate in the discussions at the CAC meetings to the maximum extent possible under the time constraints imposed by the agendas.
- The CAC chair shall prepare a report on the CAC meeting which shall be made available to the TPB members at each TPB meeting. Time (up to ten minutes maximum) shall be reserved on each TPB meeting agenda for the CAC chair to report to the Board on CAC activities.
- TPB staff shall be available at the CAC meetings to brief the CAC on TPB procedures and activities as requested, and to answer questions. TPB staff shall assist the CAC chair in preparing meeting agendas, assembling and mailing meeting materials to CAC members, and preparing the CAC chair's report to the TPB.
- An evaluation of the activities of the CAC shall be provided to the TPB by the chair of the CAC each January.

TIMELINE



Milestones

- October 19 – Open application window
- October 21 – Present recommendations for updating CAC to TPB
- November 18 – Board approves changes to CAC
- November 20 – Close application window
- January 20, 2021 – Board approves appointments
- February 8, 2021 – First committee meeting

NEXT STEPS

Following the presentation and discussion with the TPB, staff will update and finalize the recommendations. The board will be asked to approve these recommendations at the November TPB meeting.

Recruitment for the 2021 CAC is expected to start on October 15. Members of the Technical Committee and TPB will be called upon to raise awareness about the application process in their jurisdictions and identify possible candidates from their planning areas.

TPB CITIZENS ADVISORY COMMITTEE

Recommendations for updating the CAC

Bryan Hayes
TPB Transportation Planner

Transportation Planning Board
Agenda Item 11
October 21, 2020



History of the CAC



1992 – Committee established by TPB

1999 – Formalized by board resolution

2007 & 2014 - Operating procedures codified in Participation Plan



Updating the committee

The goals of these recommendations are to:

- ensure that committee members represent the variety of jurisdictions and communities in the National Capital Region,
- strengthen the relationship between elected officials on the board and the committee,
- and modernize operating procedures and member expectations.



Recommendations

Change committee name

Staff recommend marking a new era for the advisory committee by updating its name. The most popular new name is Community Advisory Committee (CAC).

Update the mission

Staff recommend that the mission should be updated to reflect this commitment to equity.

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Staff recommend extending the term-length to two-years. Staff also recommend that the committee meet 21 times during the two-year term, starting in February 2021 and ending in December 2022.

Provide more training

Staff recommend providing more training between the time members are selected and start their first meeting. This training should cover topics including: Metropolitan Planning Organizations, the TPB and its role in the region, past committee accomplishments, understanding their role as a committee member, and how to get their communities involved.



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Recommendations

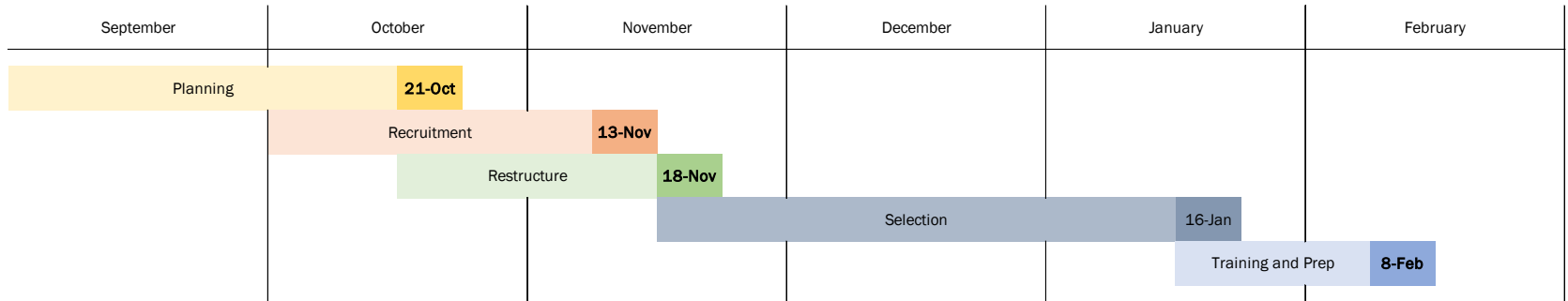
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