



MEMORANDUM

TO: Transportation Planning Board
FROM: Kanti Srikanth, TPB Staff Director
SUBJECT: Steering Committee Actions and Report of the Director
DATE: July 16, 2020

The attached materials include:

- Steering Committee Actions
- Letters Sent/Received
- Announcements and Updates



MEMORANDUM

TO: Transportation Planning Board
SUBJECT: Steering Committee Actions
FROM: Kanti Srikanth, TPB Staff Director
DATE: July 16, 2020

At its meeting on July 10, the TPB Steering Committee reviewed a technical correction to the FY 2021 Unified Planning Work Program (UPWP) presented by TPB staff. The correction reduced the amount shown in the Federal Highway Administration (FHWA) PL funding and state/local match column for the Virginia Department of Transportation (VDOT) Allocations “Prior Unexpended” line item by \$7,437. This reduction was offset by an equivalent amount in the FY 2021 UPWP from Task 10, TPB Management and Support. This correction was approved with unanimous consent by the Steering Committee.

The committee also reviewed the proposed substitution of a project funded in FY 2021 by the TPB’s Transportation Land-Use Connections (TLC) program in the District of Columbia. TPB staff recommended that the \$40,000 in funding approved for the Independence Avenue Transportation Assessment project be removed since the project was deemed infeasible by the District Department of Transportation (DDOT) due to impacts on travel patterns and tourism caused by the COVID-19 pandemic. In lieu of that project TPB staff recommended that the funding be applied to a previously unselected project: the Public Space Activation Materials & Equipment Implementation Playbook, which would provide resources for the transformation of blocked-off public streets or other spaces into “play streets” or “school streets” for children and other temporary or semi-permanent installations like markets or dining spaces. This project was selected for its new and greater relevance as the District prepares for reopening and recovery following the global pandemic. This substitution was approved with the unanimous support of the Steering Committee.

The Steering Committee also reviewed and approved the following resolutions to amend the FY 2021-2024 Transportation Improvement Program (TIP):

- SR1-2021: to include \$19 million in FY 2020 and \$19 million in FY 2021 of Surface Transportation Block Grant (STBG) funds including state and local match, for the VRE Track Lease Improvements program, as requested by VDOT. Funding for this program was included in the financial analysis of Visualize 2045 and it was previously funded in the FY 2019-2024 TIP. This program is exempt from the air quality conformity analysis requirement.
- SR2-2021: to include \$873,000 in Highway Safety Improvement Program (HSIP) and local match funding in FY 2020 for the Construction of Fiber Communication Network on Freeways project and \$734,000 in HSIP and local match funding in FY 2020 for

the I-395 Sign Structure Improvements project, as requested by DDOT. These projects were included in the Visualize 2045 financial analysis and were previously funded in the FY 2019-2024 TIP. They are both exempt from the air quality conformity analysis requirement.

The TPB Bylaws provide that the Steering Committee “shall have the full authority to approve non-regionally significant items, and in such cases, it shall advise the TPB of its action.”

Attachments

- Memo: FY 2021 UPWP Budget Amendment
- Memo: Substituting a TLC project for FY 2021 due to the COVID-19 pandemic
- Approved resolution SR1-2021 to amend the FY 21-24 TIP, requested by DDOT
- Approved resolution SR2-2021 to amend the FY 21-24 TIP, requested by VDOT

TPB Steering Committee Attendance – July 10, 2020

District of Columbia rep.	Chris Lakowski (of Charles Allen’s office)
Maryland rep./TPB Chair:	Kelly Russell
DDOT:	Mark Rawlings
MDOT:	Kari Snyder
VDOT:	Norman Whitaker
WMATA	Mark Phillips



MEMORANDUM

TO: TPB Steering Committee
FROM: Lyn Erickson, Plan Development and Coordination Program Director
SUBJECT: FY 2021 Unified Planning Work Program (UPWP) Budget Amendment
DATE: July 2, 2020

The Unified Planning Work Program (UPWP) is the annual budget for TPB staff to carry out the metropolitan transportation planning process. The FY 2021 UPWP was approved by the TPB on March 18, 2020 and approved by USDOT on June 15, 2020. Staff has found a small budget error and is requesting the Steering Committee approve a reduction of \$7,437 in the FY 2021 UPWP as reflected in the attached Tables 1, 2, and 3. The new Grand Total UPWP Budget is \$18,885,554.

BACKGROUND

Each state confirms and provides the total amount of federal and state funding available for the UPWP each year. The final number that the Virginia Department of Transportation (VDOT) provided was \$7,437 lower than what the TPB approved. Tables 1, 2, and 3 have been updated to reflect a decrease of \$7,437 in FHWA PL and state/local matching funds from the VDOT “Prior Unexpended” total. Task 10, TPB Management and Support, was decreased by \$7,437 as a result. There are no impacts to completing all of the planned activities as described in the FY 2021 UPWP document. Upon Steering Committee approval, the attached tables will be forwarded to the state funding agencies and USDOT for information.

UNIFIED PLANNING WORK PROGRAM

FY 2021

Unified Planning Work Program (UPWP) for Transportation Planning for the Washington Metropolitan Region for FY 2021

As Amended July 2020



National Capital Region
Transportation Planning Board

Table 1: Revenue - FY 2021 TPB Proposed Funding by Federal, State, and Local Sources
(July 1, 2020 to June 30, 2021)

	FTA SECT 5303 80% FED & 20% STA/ LOC	FHWA PL FUNDS 80% FED & 20% STA/ LOC	FAA CASP 90% FED / & 10% LOC	TOTALS
DDOT ALLOCATIONS				
NEW FY 2021	\$538,004	\$2,405,656		\$2,943,660
PRIOR UNEXPENDED	\$84,842	\$392,674		\$477,516
CARRYOVER FY 2020	\$129,624	\$428,605		\$558,229
SUBTOTAL - DC	\$752,470	\$3,226,935		\$3,979,405
MDOT ALLOCATIONS				
NEW FY 2021	\$1,475,348	\$4,039,011		\$5,514,359
PRIOR UNEXPENDED	\$260,929	\$765,798		\$1,026,727
CARRYOVER FY 2020	\$396,068	\$909,870		\$1,305,938
SUBTOTAL - MD	\$2,132,345	\$5,714,679		\$7,847,024
VDRPT & VDOT ALLOCATIONS				
NEW FY 2021	\$1,263,817	\$3,467,106		\$4,730,923
PRIOR UNEXPENDED	\$213,790	\$643,600		\$857,390
CARRYOVER FY 2020	\$298,664	\$697,149		\$995,813
SUBTOTAL - VA	\$1,776,271	\$4,807,855		\$6,584,125
TOTAL FHWA/FTA FUNDING ALLOCATIONS				
NEW FY 2021	\$3,277,169	\$9,911,773		\$13,188,942
PRIOR UNEXPENDED	\$559,561	\$1,809,509		\$2,361,633
CARRYOVER FY 2020	\$824,355	\$2,035,624		\$2,859,979
SUB-TOTAL - FHWA-FTA	\$4,661,086	\$13,749,469		\$18,410,554
TOTAL BASIC UPWP	\$4,661,086	\$13,749,469		\$18,410,554
FAA - CASP PROGRAM			\$475,000	\$475,000
GRAND TOTAL UPWP	\$4,661,086	\$13,749,469	\$475,000	\$18,885,554

1. "New FY2021" funding amounts from DDOT are at FY 2020 levels and will be updated.
2. "Prior Unexpended" funding amounts are yet to be confirmed by funding agencies and may change.
3. "Carryover FY2020 funds" are funds budgeted for Core and Technical Assistance work program activities in FY 2020 UPWP, that are not anticipated to be spent in FY 2020. As such these funds will be carried over from FY 2020 to be used to perform Core program and Tech. Assistance activities in FY 2021.

Table 2: FY 2021 UPWP Expenditures

WORK ACTIVITY	FY 2021 TOTAL COST ESTIMATE
CORE PROGRAMS	
1. Long-Range Transportation Planning	\$1,085,010
2. Transportation Improvement Program	\$438,484
3. Planning Elements	\$2,952,916
4. Public Participation	\$1,018,896
5. Travel Forecasting	\$3,846,492
6. Mobile Emissions Planning	\$1,835,592
7. Travel Monitoring and Data Programs	\$2,164,395
8. Scenario Planning and Socioeconomic Forecasting	\$1,530,943
9. Mobility and Enhancement Programs	\$624,452
10. TPB Management and Support	\$858,370
Sub-total: Core Program	\$16,355,551
11. TECHNICAL ASSISTANCE	
A. District of Columbia	\$294,366
B. Maryland	\$807,804
C. Virginia	\$578,997
D. Regional Transit Technical Assistance	\$373,856
Sub-total: Technical Assistance Program	\$2,055,003
Total - Basic UPWP	
	\$18,410,554
AIR SYSTEMS PLANNING	
1. Continuous Airport System Planning (CASP)	\$475,000
Sub-total: CASP	\$475,000
GRAND TOTAL UPWP	
	\$18,885,554
<p>1. Above estimates are based on the work activities outlined in the FY 2021 UPWP Document. 2. CASP work activities are based on anticipated FAA grants to process the biennial Air Passenger Survey conducted in FY 2020 and to assist in ground access improvement planning.</p>	

Table 3: TPB FY 2021 Work Program by Funding Sources

UPWP - Work Activity	COG Labor Cost		Total COG Staff	COG Labor Fringe Cost	Supplemental Labor		Total Labor & Fringe Cost	Total Indirect Cost	Direct Costs (Implementation)			Total Prgrm. Implmntn. Direct Cost	Grand Total Cost
	DTP Staff	Other Staff			Interns	Temps			Sftwre, Data, PC	Consultant Assistance	Other Costs		
CORE PROGRAMS													
1. Long-Range Transportation Planning	\$406,631	\$0	\$406,631	\$102,837	\$0	\$0	\$509,467	\$303,643	\$5,000	\$260,000	\$6,900	\$271,900	\$1,085,010
2. Transportation Improvement Program	\$133,767	\$0	\$133,767	\$33,830	\$0	\$0	\$167,596	\$99,887	\$170,000	\$0	\$1,000	\$171,000	\$438,484
3. Planning Elements	\$1,018,981	\$31,997	\$1,050,978	\$265,792	\$0	\$0	\$1,316,771	\$784,795	\$12,500	\$802,500	\$36,350	\$851,350	\$2,952,916
4. Public Participation	\$408,524	\$0	\$408,524	\$103,316	\$0	\$0	\$511,840	\$305,057	\$2,000	\$100,000	\$100,000	\$202,000	\$1,018,896
5. Travel Forecasting	\$1,036,439	\$0	\$1,036,439	\$262,115	\$0	\$0	\$1,298,554	\$773,938	\$362,000	\$1,348,000	\$64,000	\$1,774,000	\$3,846,492
6. Mobile Emissions Planning	\$712,106	\$91,339	\$803,446	\$203,191	\$0	\$0	\$1,006,637	\$599,956	\$30,000	\$70,000	\$129,000	\$229,000	\$1,835,592
7. Travel Monitoring And Data Programs	\$647,068	\$0	\$647,068	\$163,643	\$0	\$0	\$810,711	\$483,184	\$386,500	\$450,000	\$34,000	\$870,500	\$2,164,395
8. Planning Scenarios And Socio Economic Forecasting	\$212,159	\$243,147	\$455,306	\$115,147	\$0	\$0	\$570,453	\$339,990	\$350,000	\$215,000	\$55,500	\$620,500	\$1,530,943
9. Mobility And Enhancement Programs	\$108,207	\$44,580	\$152,787	\$38,640	\$35,360	\$0	\$226,787	\$135,165	\$1,000	\$260,000	\$1,500	\$262,500	\$624,452
10. TPB Support and Management	\$296,775	\$0	\$296,775	\$75,054	\$0	\$0	\$371,829	\$221,611	\$3,565	\$44,563	\$216,800	\$264,928	\$858,370
UPWP Core Program Total	\$4,980,656	\$411,064	\$5,391,720	\$1,363,566	\$35,360	\$0	\$6,790,646	\$4,047,226	\$1,322,565	\$3,550,063	\$645,050	\$5,517,678	\$16,355,551
TECHNICAL ASSISTANCE													
A. District of Columbia	\$77,567	\$0	\$77,567	\$19,617	\$0	\$0	\$97,183	\$57,921	\$0	\$139,262	\$0	\$139,262	\$294,366
B. Maryland	\$51,782	\$0	\$51,782	\$13,096	\$0	\$0	\$64,878	\$38,667	\$0	\$175,000	\$529,259	\$704,259	\$807,804
C. Virginia	\$34,789	\$0	\$34,789	\$8,798	\$0	\$0	\$43,588	\$25,978	\$0	\$150,000	\$359,411	\$509,411	\$578,977
D. WMATA	\$7,311	\$0	\$7,311	\$1,849	\$0	\$0	\$9,160	\$5,459	\$0	\$38,000	\$321,236	\$359,236	\$373,856
Technical Assistance Program Total	\$171,449	\$0	\$171,449	\$43,359	\$0	\$0	\$214,809	\$128,026	\$0	\$502,262	\$1,209,907	\$1,712,169	\$2,055,003
Total Basic Program	\$5,152,105	\$411,064	\$5,563,169	\$1,406,925	\$35,360	\$0	\$7,005,455	\$4,175,252	\$1,322,565	\$4,052,325	\$1,854,957	\$7,229,847	\$18,410,554
CONTINUOUS AIRPORT SYSTEM PLANNING PROGRAM (CASP)	\$172,853	\$0	\$172,853	\$43,715	\$0	\$0	\$216,568	\$129,074	\$0	\$129,358	\$0	\$129,358	\$475,000
GRAND TOTAL	\$5,324,958	\$411,064	\$5,736,022	\$1,450,640	\$35,360	\$0	\$7,222,022	\$4,304,326	\$1,322,565	\$4,181,683	\$1,854,957	\$7,359,205	\$18,885,554



MEMORANDUM

TO: TPB Steering Committee
FROM: John Swanson, TPB Transportation Planner
Jaleel Reed, COG Regional Planner
SUBJECT: Substituting a TLC project for FY 2021 due to the COVID-19 pandemic
DATE: July 2, 2020

On April 15, 2020, the TPB approved 15 projects for funding in FY 2021 through the Transportation Land-Use Connections (TLC) Program. TPB staff has since learned that one of the funded projects, the Independence Avenue Transportation Assessment in D.C., cannot feasibly be conducted in the next fiscal year due to complications arising from the COVID-19 pandemic. Staff is recommending that the funding from this project be instead allocated to another FY 2021 application, which would develop a Public Space Materials and Equipment Implementation Playbook for D.C.

At the TPB Steering Committee meeting on July 10, TPB staff will seek approval of a motion to substitute funding for TLC applications, as described below.

REMOVE PROJECT: INDEPENDENCE AVENUE TRANSPORTATION ASSESSMENT (\$40,000)

Project applicants: District Department of Transportation (DDOT) and the National Capital Planning Commission (NCP)

This study would have assessed needs and options for improving multi-modal connectivity along Independence Avenue in the vicinity of the National Mall. The project would have been largely reliant on traffic counts, including data collection on pedestrian activity.

Given the uncertainties of the global pandemic and the likelihood that traffic conditions are not expected to return to normal in the foreseeable future, staff have determined that we cannot practically plan to conduct this project during the next fiscal year. Staff from DDOT and NCP, which were the project applicants, have agreed that the removal of this project from the FY2021 roster is reasonable. TPB staff have informed both agencies that they are welcome to apply for the FY 2022 round of TLC funding.

ADD PROJECT: PUBLIC SPACE ACTIVATION MATERIALS & EQUIPMENT IMPLEMENTATION PLAYBOOK (\$40,000)

Project applicant: District of Columbia Office of Planning

The playbook developed through this project will support the District of Columbia's efforts to make public space activation more frequent and equitable across the city. Such use of public space might include "streeteries" for outdoor dining or "play streets" and "school streets" in which roads are temporarily blocked off for children. Public space activation might also include temporary or semi-permanent installations for markets and gatherings, as well as spaces for essential services including public health services.

The playbook will lay out a palette of materials and equipment that can be used for rapidly deploying projects and testing ideas in public space. The playbook will also inject predictability and efficiency to the application and permitting process.

The global pandemic has actually increased the relevance and need for this project. As cities like Washington plan for reopening, public space will be vital for dining, shopping, and gathering. The playbook will offer high-quality design and materials guidance, focusing on advancing street safety for citizens, business improvement districts and main street organizations, while directly supporting COVID-19 recovery and reopening efforts.

TPB staff is recommending the substitution of the public space project based on an assessment of all the applications that were not funded for FY 2021. This staff assessment found that several of the unfunded projects could not be accomplished with the amount of funding – \$40,000 – that has now been made available. Of the projects that were viable for the available funds, the public space project received the highest cumulative score from the TLC selection panel. Based on this comparative evaluation and the project’s heightened relevance for post-COVID recovery, we are recommending it for funding.

The original application for the public space project is attached to this memo, along with a scope of work that was recently updated to underscore the project’s timeliness. The original application requested \$60,000, but the new scope has been scaled back to \$40,000.



Office of the Director

March 9, 2020

National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, New Suite 300
Washington, DC 20002

RE: TLC Technical Assistance Program District of Columbia Public Space Activation Materials and Equipment Implementation Playbook

Dear National Capital Region Transportation Planning Board Selection Panel,

The District of Columbia Office of Planning (DCOP) is pleased to submit a proposal to the National Capital Region Transportation Planning Board for the Transportation Land Use Connections (TLC) Technical Assistance Program. The proposal aims to build the District's public space activation and placemaking program through the creation of a Public Space Activation Materials and Equipment Implementation Playbook.

A public space activation materials and equipment implementation playbook will support the District's efforts to make public space activation and placemaking more frequent and equitable citywide. As the District continues to grow, the government and our communities are rethinking how public space serves the increasing diversity of needs, from safe mobility to social space connections. The playbook will lay out a palette of materials and equipment that can be used for rapidly deploying projects and testing ideas in public space throughout the city. The project will emphasize public space locations in TPB's Equity Emphasis Areas that advance pedestrian and bicycle safety connections to transit and neighborhood quality of life.

With the assistance of the TLC Technical Assistance Program, DCOP proposes to work together with DDOT to develop the playbook to continue building the District's public space activation and placemaking program.

If you have any questions about our proposal, please feel free to contact me or Kristin Calkins of my staff at (202) 442-7600.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Andrew Trueblood', is written over a horizontal line.

Andrew Trueblood



District of Columbia Public Space Materials and Equipment Implementation Playbook

FY 2021 TLC Technical Assistance Program Grant

Applicants: District of Columbia Office of Planning + District Department of Transportation

Type of Technical Assistance: Planning Project

Estimated Cost: \$60,000

Project Description and Requested Services

Purpose + Need

The District of Columbia Office of Planning (DCOP) with support from the District Department of Transportation (DDOT) propose developing a *public space materials and equipment implementation playbook* to support place-based public space activation and placemaking activities by community stakeholders. The playbook will specify a palette of materials and equipment that can be used by applicants to rapidly deploy projects and test ideas in public space throughout the city. The *playbook* will provide predictability and efficiency to the application and permit process for public space activation and placemaking projects. The *playbook* will also include guidance and best practices for implementation of public space activation projects to advance street safety and enhance placemaking efforts in both the short- and long-term.

As the District seeks to establish a more formal public space activation (e.g., tactical urbanism and placemaking) program, a *materials and equipment playbook* will aid stakeholders (e.g., citizen groups, business improvement districts (BIDs), main street organizations), in the implementation of public space activation projects.

Requested Service(s)

Anticipated Tasks and Products

The final product would consist of a 50 – 60 page print and electronic document that clearly defines the purpose and approach of the *playbook*, a suggested list of materials, equipment (e.g., pre-approved street furniture, paint, landscaping, etc.), and installation standards that can be used for the successful implementation of public space activation and placemaking projects. As part of the *playbook* the consultant will perform two technical assistance training workshops on public space activation best practices in neighborhoods located within a TPB Equity Emphasis Area (e.g., Benning Road, Congress Heights).

The consultant team would be expected to complete the following tasks:

- (1) project kick-off meeting;
- (2) coordination meetings with DDOT project engineers and planning team for input on acceptable material treatments and equipment;
- Bi-weekly project management calls with project management team;
- Research / case studies of best practices in public space materials and equipment applications;
- (2) project team meetings to develop a list of acceptable materials and equipment for program application;
- Coordinate and lead (2) technical assistance training workshops on best-practices in public space activation and materials applications in TPB's equity emphasis areas to aid in the rollout of the *playbook*;

- Develop a materials and equipment palette for 2 - 3 intersections, curb extensions or alleys
- Produce a graphic-oriented draft *playbook* (print and online);
- Produce a graphic-oriented final *playbook* (print and online);
- Facilitate an innovative public presentation/discussion to launch the *playbook* as a citywide resource

Previous related planning, including public involvement

The District has demonstrated there is a very strong demand to activate public space citywide from individuals, citizen groups, BID's and Main Street organizations and District government agencies who undertake public space initiatives (e.g., Office of Planning, District Department of Transportation, , Deputy Mayor for Planning and Economic Development, Department of Parks and Recreation)

The District has led several planning and public space activation projects that involved robust public involvement. In 2016, the District government implemented a creative placemaking initiative, Crossing the Street: Building DC's Inclusive Future through Creative Placemaking to test select temporary creative placemaking recommendations articulated in DCOP's neighborhood plans and DDOT's transit corridor and livability studies. At the same time, DCOP and DDOT engaged stakeholders in the Eckington and NoMa neighborhoods to develop a tactical urbanism project on North Capitol Street to improve pedestrian and cycling safety and reprogram public space. These efforts served to test public space programming activities.

In 2018 DCOP released the DC Public Space Activation and Stewardship Guide (PSASG). The PSASG was an interagency effort to leverage multiple understandings of the regulation and use of public space. A "how-to" guide for activating public space, PSASG provided a foundation for understanding public space activation best practices and the District's regulatory structure.

Relevant Public Space and Placemaking Projects

- 2019 District Department of Transportation – Open Streets on Georgia Avenue
- 2019 DDOT Street Mural Traffic Calming in Bloomingdale
- 2019 Downtown East Re-Urbanization Strategy
- 2019 Draft Comprehensive Plan Urban Design Element
- 2018 DC Public Space Activation and Stewardship Guide (TLC Funded)
- 2016 – 2018 Crossing the Street: Building DC's Inclusive Future Through Creative Placemaking
- Public Life Studies:
 - 2020: Florida Avenue / New York Avenue Intersection (TLC Funded)
 - 2019: Congress Heights, K Street, Tenleytown
 - 2016: People on Penn, Crossing the Street: Wards 7 and 8 Superstops

Benefits to applicant's local community and to the region

The development of a *materials and equipment playbook* would address transportation and land use issues specific to local communities by increasing visibility and access to public space; contributing to the public's sense of safety, security, and cleanliness of space; and fostering greater physical activity, interest, and civic participation. As a result, enhanced uses, programming, and safety improvements would benefit pedestrians, bicyclist, and transit users. The creation of a *playbook* would also streamline

permitting for public space activation projects, which can be time consuming and costly depending on the scale of the project.

The *materials and equipment playbook* would focus on daylighting tools to encourage a more frequent and equitable process for public space activation in neighborhoods. A more predictable process would allow for testing new ideas and treatments in public space with less restriction thus resulting in the more geographically equitable involvement of neighborhood public space activation and placemaking.

The *materials and equipment playbook* will be most useful to neighborhoods such as Benning Road, Congress Heights, Anacostia and Ivy City, where historically physical treatments and safety improvements to public space have not been as easy to champion due to a lack of investment and no management structure in place to lead these types of projects.

Connections to regional policies identified in *Visualize 2045*

The project would advance the following TPB endorsed initiative:

- **Improve Walk and Bike Access to Transit** – public space activation and placemaking is closely integrated with several of the District’s transportation initiatives focused on pedestrian and bicycle safety and improving connection via non-motorized transportation (e.g., Vision Zero, Open Streets). The project would focus on public space locations where placemaking would result in physical improvements that create safer and more pedestrian and bicycle friendly connections to transit.

Collaboration with other agencies and/or jurisdictions

The project would be a partnership between DCOP and DDOT to further elevate public space activation citywide and support both agencies’ efforts to build a public space activation and placemaking practice. The process and technical outcomes of the *playbook* could be adapted to neighboring jurisdictions for similar projects.

Strategies to advance project recommendations, including future planning, funding, and implementation

A *materials and equipment playbook* will produce an accessible and user-friendly template to promote public space activation and placemaking citywide. Importantly, development of a *playbook* builds on DCOP’s TLC-funded Public Space Activation and Stewardship Guide by moving from a public space “how to” guide to implementation by providing concise and predictable guidance on approved materials and equipment options for public space activation. The *playbook* will also promote and expand the reach of DDOT’s nascent street art program, which focuses on placemaking and enhancing pedestrian and bicycle safety through place-based public space activations of intersections and cart ways.

For applications requesting more than \$30,000: Concise description of whether and how the project might be scaled back if not fully funded

If the project is not fully funded at the \$60,000 level, the technical assistance workshops could be reduced to (1) or eliminated from the scope of work. The development of a materials and equipment palette for 2 -3 intersections, curb extensions or alleys could be reduced to 1 or eliminated from the scope of work. Other elements to reduce cost could include the length or printing of the *playbook* and/or reduction in the number of overall in-person meetings.

District of Columbia Public Space Materials and Equipment Implementation Playbook

TLC Program FY 2021 SCOPE OF WORK

Project Funding: \$40,000 (application requested \$60,000)

Task 1: Project Kick-off and Ongoing Management

- A. At the outset of the project, CONTRACTOR will schedule a call with District of Columbia and COG staff to obtain additional background information and to confirm objectives and priorities for the technical assistance project to develop a *public space materials and equipment implementation playbook* to support citizen-led demonstration, and city-led pilot and interim public space activation and placemaking activities. The *playbook* will offer high-quality design and materials guidance, focused on advancing street safety for citizens, business improvement districts and main street organizations, while directly supporting the District's COVID-19 recovery and re-opening efforts. During this call, CONTRACTOR will discuss a formal project kickoff meeting with District of Columbia staff, COG staff, and key stakeholders.
- B. CONTRACTOR will facilitate a kick-off meeting with District of Columbia staff, COG staff, and any other identified stakeholders. The meeting will provide the opportunity to clarify and confirm the project scope and schedule.
- C. CONTRACTOR will organize and conduct regular project coordination meetings or conference calls to review progress and submit regular progress reports that provide a summary of recent activities. These meetings and reports will be supplemented as needed with additional project management calls with District of Columbia and COG staff.

Deliverables:

- Agenda
- Meeting minutes with final scope and schedule
- Regular progress reports submitted via email to District of Columbia staff and COG staff

Task 2: Best Practices Research

- A. CONTRACTOR will conduct best-practices research on national and international innovative programs and/or initiatives focused on tactical urbanism and rapid prototyping of public space activation and placemaking to create an inventory of materials and equipment used for public space activation projects.

Task 3: Stakeholder Engagement

- A. CONTRACTOR will use the best-practices research (Task 2), to consult with relevant District government agencies, citizen-led organizations, business improvement districts and main street organizations to understand barriers to public space activation.
- B. Expand participating agency familiarity and comfort with planning and executing collaborative demonstration, pilot, and interim design projects
- C. Coordinate and lead (2) technical assistance training workshops on best-practices in materials applications in public space focused on TPB's equity emphasis areas

Task 4: Guide/Playbook Development

- A. Based on stakeholder engagement (Task 3), the CONTRACTOR will develop a list of materials and equipment that can be applied to public space activation and placemaking projects.
- B. Develop a graphic-oriented guide that will serve as a "how to" manual materials selection and application in the public right of way. The guide will provide concise and predictable guidance on approved materials and equipment options for public space activation.
- C. Develop a materials and equipment palette for up to 3 intersections or on-street parking spaces to be used by the city or stakeholders to conduct a rapid public space prototype.

Task 5: Final Report

- A. CONTRACTOR will compile the information included in the previous tasks into a review version of the final report.
- B. CONTRACTOR will circulate the review version of the final report for comment to District of Columbia staff, COG staff and other key stakeholders.
- C. Based upon comments and input received, CONTRACTOR will produce a final version of the final report.
- D. CONTRACTOR, as deemed necessary and appropriate, will develop and give a presentation/presentations on the findings of the study.

Deliverable:

- Final document in presentation in print and electronic format and an accompanying executive summary (one high-resolution file, and one web-friendly file no greater than 10Mb).
- All native (editable) files of the final report, inclusive of all maps and graphics.
- Final presentation.

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002**

**RESOLUTION ON AN AMENDMENT TO THE FY 2021-2024 TRANSPORTATION
IMPROVEMENT PROGRAM (TIP) THAT IS EXEMPT FROM THE AIR QUALITY
CONFORMITY REQUIREMENT TO INCLUDE FUNDING FOR THE
VRE TRACK LEASE IMPROVEMENTS PROGRAM, AS REQUESTED BY
THE VIRGINIA DEPARTMENT OF TRANSPORTATION (VDOT)**

WHEREAS, the National Capital Region Transportation Planning Board (TPB), which is the metropolitan planning organization (MPO) for the Washington Region, has the responsibility under the provisions of the Fixing America's Surface Transportation (FAST) Act for developing and carrying out a continuing, cooperative and comprehensive transportation planning process for the Metropolitan Area; and

WHEREAS, the TIP is required by the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) as a basis and condition for all federal funding assistance to state, local and regional agencies for transportation improvements within the Washington planning area; and

WHEREAS, on March 18, 2020 the TPB adopted the FY 2021-2024 TIP; and

WHEREAS, in the attached letter of June 23, 2020, VDOT has requested an amendment to the FY 2021-2024 TIP to include the **VRE Track Lease Improvements program, (TIP ID 5489)**, with \$19.1 million in FY 2020 and \$18.8 million in FY 2021 for construction using Surface Transportation Block Grant (STBG), state, and local match funding, as described in the attached materials:

WHEREAS, full funding for this program is included in the Visualize 2045 financial analysis; and

WHEREAS, this program is exempt from the air quality conformity requirement, as defined in Environmental Protection Agency's (EPA) Transportation Conformity Regulations as of April 2012

NOW, THEREFORE, BE IT RESOLVED THAT the Steering Committee of the National Capital Region Transportation Planning Board amends the FY 2021-2024 TIP to include the **VRE Track Lease Improvements program, (TIP ID 5489)**, with \$19.1 million in FY 2020 and \$18.8 million in FY 2021 for construction using STBG, state, and local match funding, as described in the attached materials.

Amendment approved by the TPB Steering Committee at its virtual meeting July 10, 2020.



COMMONWEALTH of VIRGINIA

DEPARTMENT OF TRANSPORTATION

Stephen C. Brich, P.E.
Commissioner

1401 East Broad Street
Richmond, Virginia 23219

(804) 786-2701
Fax: (804) 786-2940

June 23, 2020

The Honorable Kelly Russell, Chair
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4201

RE: FY 2019-2024 Transportation Improvement Program Amendment for TIP#5489, VRE0012, VRE
Track Lease Improvements, System-wide

Dear Ms. Russell:

VDOT, on behalf of the Virginia Railway Express (VRE) and Virginia Department of Rail & Public Transportation (VDRPT), requests an amendment to the FY 2021-2024 Transportation Improvement Program (TIP) to update the funding for VRE’s Track Lease payments. These capitalized access fees allow VRE to operate on railroad track systems owned by Amtrak, CSX, and Norfolk Southern. As part of the lease arrangement, the railroads keep the tracks in good working order.

This amendment proposes to use approximately \$18.8 million in FLEX STP funds for FFY21, approved by the Commonwealth Transportation Board as following:

Amtrak	\$6,879,000
NS	\$3,442,000
CSX	\$8,468,000
Total	\$18,789,000

This funding includes a 20% matching share paid by VRE with subsidies received from local governments. This project is exempt from Air Quality Conformity Analysis, and the funding was anticipated in the Visualize 2045 Financial Plan.

VDOT requests approval of this TIP Amendment by the Transportation Planning Board’s Steering Committee at its meeting on July 11. VDOT will have representatives attending the meeting to answer any questions about the amendments.

Thank you for your consideration of this request.

Sincerely,

Helen Cuervo, P.E.
District Administrator, Northern Virginia District, VDOT

VirginiaDOT.org
WE KEEP VIRGINIA MOVING

Cc: Ms. Betsy Massie, PRTC
Ms. Maria Sinner, P.E., VDOT-NoVA,
Mr. Norman Whitaker, AICP, VDOT-NoVA

FY 2021-2024 TRANSPORTATION IMPROVEMENT PROGRAM

Amendment Report - Approved by the TPB Steering Committee on July 10, 2020.

All amounts shown in \$1,000s

Agency: Virginia Department of Transportation

Title: VRE Track Lease Improvements

TIP ID:	5489	Description:	Projected Completion:	2045
Agency ID:	VRE0012	Provides capitalized access fees in the form of long term and related capital improvements on the railroad systems that VRE operates on, railroad systems owned by Amtrak, CSX, and Norfolk Southern.		
Facility:	VRE Track			
From:	Systemwide			
To:				

Total Project Cost: \$685,430

SOURCE CODE	Federal/State/Local.	Total Funds Prior to FY 2020	Prev. Annual Element FY 2020	ANNUAL ELEMENT				TOTAL BY SOURCE FY 21-24	4-YEAR PROGRAM TOTAL
				FY 2021	FY 2022	FY 2023	FY 2024		
STBG	50/34/16	113,452 c	19,123 c						18,798
STBG...	80/0/20			18,798 c				18,798	

Amendment or Modification Description and Approval Date

Amendment: Adding FY20 and 21 STBG Funding	Approved on: 7/10/2020
Proposed TIP Amendment would add STBG funding in the construction phases of FY2020 and FY2021 in the amount of \$19,123K and \$18,798K, respectively.	

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002

RESOLUTION ON AN AMENDMENT TO THE FY 2021-2024 TRANSPORTATION IMPROVEMENT PROGRAM (TIP) THAT IS EXEMPT FROM THE AIR QUALITY CONFORMITY REQUIREMENT TO INCLUDE FUNDING FOR THE CONSTRUCTION OF FIBER COMMUNICATION NETWORK ON FREEWAYS AND THE I-395 SIGN STRUCTURE IMPROVEMENTS PROJECTS, AS REQUESTED BY THE DISTRICT DEPARTMENT OF TRANSPORTATION (DDOT)

WHEREAS, the National Capital Region Transportation Planning Board (TPB), which is the metropolitan planning organization (MPO) for the Washington Region, has the responsibility under the provisions of the Fixing America's Surface Transportation (FAST) Act for developing and carrying out a continuing, cooperative and comprehensive transportation planning process for the Metropolitan Area; and

WHEREAS, the TIP is required by the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) as a basis and condition for all federal funding assistance to state, local and regional agencies for transportation improvements within the Washington planning area; and

WHEREAS, on March 18, 2020 the TPB adopted the FY 2021-2024 TIP; and

WHEREAS, in the attached letter of July 1, 2020, DDOT has requested an amendment to the FY 2021-2024 TIP to include the **Construction of Fiber Communication Network on Freeways project (TIP ID 6503)**, with \$873,000 in Highway Safety Improvement Program (HSIP) and local matching funds for construction in FY 2020; and the **I-395 Sign Structure Improvements project (TIP ID 6505)** with \$734,000 in HSIP and local matching funds in FY 2020 for construction, as described in the attached materials:

WHEREAS, full funding for these projects is included in the Visualize 2045 financial analysis; and

WHEREAS, these projects are exempt from the air quality conformity requirement, as defined in Environmental Protection Agency's (EPA) Transportation Conformity Regulations as of April 2012

NOW, THEREFORE, BE IT RESOLVED THAT the Steering Committee of the National Capital Region Transportation Planning Board amends the FY 2021-2024 TIP to include the **Construction of Fiber Communication Network on Freeways project (TIP ID 6503)**, with \$873,000 in HSIP and local matching funds for construction in FY 2020; and the **I-395 Sign Structure Improvements project (TIP ID 6505)** with \$734,000 in HSIP and local matching funds in FY 2020 for construction, as described in the attached materials.

Amendment approved by the TPB Steering Committee at its virtual meeting July 10, 2020.

Government of the District of Columbia

Department of Transportation



Planning and Sustainability Division

July 1, 2020

The Honorable Kelly Russell, Chairperson
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street N.E., Suite 300
Washington, DC 20002-4290

Dear Chairperson Russell,

The District Department of Transportation (DDOT) requests that the FY 2021-2024 Transportation Improvement Program (TIP) be amended for two projects as detailed below:

1. **Construction of Fiber Communication Network on Freeways (TIP ID# 6503)** – Reinststate project and increase HSIP funding in 2020 for construction by \$873,000.
2. **I-395 Sign Structure Improvements (TIP ID# 6505)** – Reinststate project and increase HSIP funding in 2020 for construction by \$734,000.

The proposed amendments do not add additional capacity for motorized vehicles and do not require conformity analysis or public review and comment. The funding sources have been identified, and the TIP will remain fiscally constrained. Therefore, DDOT requests that the TPB Steering Committee approve these amendments at its July 10th meeting.

We appreciate your cooperation in this matter. Should you have questions regarding these amendments, please contact Mark Rawlings at (202) 671-2234 or by e-mail at mark.rawlings@dc.gov. Of course, feel free to contact me directly.

Sincerely,

James Sebastian
Associate Director, Planning and Sustainability Division (PSD)

FY 2021-2024 TRANSPORTATION IMPROVEMENT PROGRAM

Amendment Report - Approved by the TPB Steering Committee on July 10, 2020.

All amounts shown in \$1,000s

Agency: District Department of Transportation

Title: Construction of Fiber Communication Network on Freeways

TIP ID:	6503	Description:	Projected Completion:
Agency ID:		Perform feasibility study for upgrade of DDOT traffic signal system, conduct system design for implementation of advanced traffic controllers, Procure and install advanced traffic controllers and the associated devices; perform system integration.	
Facility:	Citywide		
From:			
To:			

Total Project Cost: \$6,710

SOURCE CODE	Federal/State/Local.	Total Funds Prior to FY 2020	Prev. Annual Element FY 2020	ANNUAL ELEMENT				TOTAL BY SOURCE FY 21-24	4-YEAR PROGRAM TOTAL
				FY 2021	FY 2022	FY 2023	FY 2024		
HSIP	80/20/0	7,070 c	873 c						

Amendment: Reinstate and Funding Increase	Approved on: 7/10/2020
Reinstate project and increase HSIP funding in 2020 for construction by \$873,000.	

Title: I-395 Sign Structure Improvements

TIP ID:	6505	Description:	Projected Completion:
Agency ID:		The project replaces either non-compliant (with the Manual on Uniform Traffic Control Devices), incorrect, or old overhead and other guidance signs along I-395 northbound and southbound generally between the 3rd Street tunnel and the Maine Avenue exits. There will be approximately 30 signs changed as a part of the project. The timeline for completion is the end of August, barring any situations where sign structures need to be replaced.	2021
Facility:	Citywide		
From:			
To:			

Total Project Cost: \$10,300

SOURCE CODE	Federal/State/Local.	Total Funds Prior to FY 2020	Prev. Annual Element FY 2020	ANNUAL ELEMENT				TOTAL BY SOURCE FY 21-24	4-YEAR PROGRAM TOTAL
				FY 2021	FY 2022	FY 2023	FY 2024		
HSIP	90/10/0	6,500 c	734 c						
NHPP	80/20/0	4,700 a							

Amendment: Reinstate and Funding Increase	Approved on: 7/10/2020
Reinstate project and increase HSIP funding in 2020 for construction by \$734,000.	



MEMORANDUM

TO: Transportation Planning Board
FROM: Kanti Srikanth, TPB Staff Director
SUBJECT: Letters Sent/Received
DATE: July 16, 2020

The attached letters were sent/received since the last TPB meeting.



U.S. Department
of Transportation

Federal Transit Administration
Region III
1835 Market Street, Suite 1910
Philadelphia, PA 19103
215-656-7100
215-656-7260 (fax)

Federal Highway Administration
DC Division
1200 New Jersey Avenue, SE
Washington, DC 20590
202-493-7020

June 15, 2020

The Honorable Kelly Russell, Chairperson
National Capital Region Transportation Planning Board
c/o, Mr. Kanti Srikanth, Director Department of Transportation Planning
Metropolitan Washington Council of Governments
777 North Capital Street, NW, Suite 300
Washington, D.C. 20002-4201

Re: Approval of FY 2021 Unified Planning Work Program

Dear Chairman Russell:

The Fiscal Year (FY) 2021 Unified Planning Work Program (UPWP) for the Washington, D.C. urbanized area that was developed and approved by the Transportation Planning Board (TPB) on March 28, 2020 has been jointly reviewed by the Federal Transit Administration (FTA) and is approved effective July 1, 2020.

Our authorization is subject to the availability of Federal funds for transportation planning activities in the urbanized area. The work program is effective from July 1, 2020 through June 30, 2021. The funds may be requested in accordance with established TPB procedures.

Any questions concerning this approval should be directed to Sandra Jackson, Community Planner of the FHWA District of Columbia Division, at (202) 493-7031 or Daniel Koenig, Community Planner of the FTA Region 3 Office, at (202) 366-8224.

Sincerely,

Terry Garcia Crews
Regional Administrator
Federal Transit Administration

Joseph C. Lawson
DC Division Administrator
Federal Highway Administration

cc: Kwame Arhin, FHWA, MD
Ivan Ruckper, FHWA, VA



National Capital Region
Transportation Planning Board

July 1, 2020

Paul J. Wiedefeld
General Manager
Washington Metropolitan Area Transit Authority
600 Fifth Street, NW
Washington, D.C. 20001-2693

Re: Street Smart FY 2021 funding

Dear Mr. Wiedefeld:

On behalf of the Transportation Planning Board (TPB) I am happy to inform you that the TPB will be renewing its "Street Smart" Pedestrian and Bicycle Safety Campaign in FY 2021. This region-wide campaign promotes safety for Pedestrians and Bicyclists including WMATA's transit riders as they walk or bike to and from bus stops and Metrorail stations. The campaign is funded by DDOT, the Maryland Highway Safety Office, the Virginia Highway Safety Office, and by WMATA. I am now asking that you consider renewing WMATA's contribution of \$150,000 for FY 2021.

The Street Smart campaign cautions drivers to slow down and watch out for people walking and biking. Messages are delivered in both English and Spanish via online media, news stories, on-the-ground outreach, and outdoor media, including transit ads.

WMATA is a valued partner and funder of the campaign. WMATA's financial contribution of \$150,000 accounted for 19% of the FY 2020 budget of \$800,000. WMATA also ran pro bono transit advertising when space was available. WMATA staff serve on the advisory group and helped shape the development of the new video testimonials which were launched in Fall 2019.

The Street Smart campaign benefits to WMATA include passenger safety messaging, advertising revenue, and partnership in a major public service program. Street Smart campaign held press events on bus corridors with heavy pedestrian traffic, and placed advertising on WMATA buses. See the attached FY 2020 Summary and the FY 2019 Annual Report for more details.

The Street Smart campaign has been successful in terms of increasing public awareness of the consequences of unsafe behaviors, changing reported pedestrian and motorist behavior, and leveraging earned media and local law enforcement. The transit advertising has been particularly effective.

As a unified regional campaign, Street Smart benefits from economies of scale in production and purchase of advertising, greater leveraging of federal funding from multiple recipients, and greater media attention than would be possible for an individual agency safety campaign.

For funds to be available for the Fall 2020 campaign, funding commitment letters should be sent to Director of Transportation Planning, Kanti Srikanth, at the address below by July 31, 2020.

Paul J. Wiedefeld
June 26, 2020

Should you have any questions about the campaign or the requested voluntary contribution, please contact Kanti Srikanth at (202) 962-3257. Thank you for your participation in this program that addresses one of our region's most critical needs: pedestrian and bicyclist safety.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kelly Russell", with a long horizontal flourish extending to the right.

Kelly Russell
Chair, National Capital Region
Transportation Planning Board

cc: Kanti Srikanth, Director of Transportation Planning, MWCOG
Carla Grano, Assistant Chief Safety Officer, WMATA
James Carrington, Senior Planner, Office of Planning, WMATA

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
FY2020 STREET SMART PUBLIC EDUCATION CAMPAIGN
WMATA SUMMARY
June 2020**

WMATA is a valued partner and funder of the Metropolitan Washington Council of Governments' *Street Smart* pedestrian and bicycle safety campaign. This region-wide campaign promotes safety for WMATA's transit riders as they walk or bike to and from bus stops and Metrorail stations. It also cautions drivers to slow down and watch out for people walking and biking. Messages are delivered in both English and Spanish online media, news stories, on-the-ground outreach, television and outdoor media, including transit ads. All plans and implementation are reviewed, finalized, and supervised by the *Street Smart* Advisory Group, with representatives from all jurisdictions and funding partners, including WMATA.

Fall Campaign Kickoff & Media Tour



On October 28, federal, state, and local transportation officials from the District of Columbia, Maryland, and Virginia gathered in DC to launch the fall campaign and urge drivers, pedestrians, and bicyclists to take safety precautions to avoid causing or being involved in a traffic crash. The event recognized individuals who had been hurt or killed while crossing the street and unveiled three new educational campaign components:

- New TV/video spots with heart-felt testimonials from three area residents whose lives have been upended following a pedestrian crash involving them or their loved ones.
- Testimonial website featuring 3 video and 7 written testimonials about local residents who have been injured or killed by drivers in the region.
- "Lives Shatter on Impact" outreach display with photos, stories, and videos about local crashes.

The event also tied in the importance of engineering and enforcement in saving lives of pedestrians and bicyclists. Speakers included:

- Nicole Nason, Administrator, Federal Highway Administration
- James Owens, Acting Administrator, National Highway Traffic Safety Administration
- Jeff Marootian, Director, District Department of Transportation
- John Saunders, Director, DMV's Virginia Highway Safety Office
- Dr. Tim Kerns, Director, MDOT MVA Maryland Highway Safety Office
- Ren Werbin, Crash Survivor, Arlington, Virginia

In addition to the launch event, we coordinated with local police departments to conduct enforcement activations and drive media to cover high-visibility enforcement of laws that keep people walking and biking safely.

We also executed a media outreach effort securing additional stories and interviews with campaign spokespeople. The fall campaign resulted in 38 broadcast and 11 online news stories across major news channel in the region including WTOP, WAMU, NBC, FOX, ABC, ARLnow, and more.

Outdoor Advertising

Bus Ads

We put Street Smart’s message in motion to reach drivers, pedestrians, and transit riders by placing exterior ads on Metro buses during every campaign period. In FY20, we purchased \$114,888 (net) of advertising space on WMATA properties. *(Note that Street Smart’s traditional spring buy has been postponed until August 31.)*

- 175 tails with 350 bonus interior bus cards on WMATA’s Metrobuses from 11/4/19– 12/1/19
- 175 tails with 350 bonus interior bus cards on WMATA’s Metrobuses scheduled 8/31/20–8/25/20



Gas Station Ads

Ads on top of gas pumps in Maryland and Virginia reach drivers directly, reminding them to be alert for people walking and biking. We placed ads at 101 gas stations from 11/4/19 to 12/1/19.

- 404 pumptoppers on top of 404 gas pumps
- 101 bonus clings on gas station entry doors



Digital Shelters

In fall, we placed brightly illuminated advertisements on digital transit shelters for two weeks (11/4/19 – 11/17/19), with a 12-second static image rotation every other minute in 35 locations in DC. These locations continue to correlate with high-traffic corridors, reaching drivers and transit riders commuting from Maryland and Virginia.

Donated Media

- 140 bus cards – PRTC
- 24 bus cards and 5 bus tails – City of Fairfax CUE
- 140 bus cards – Arlington’s ART
- 100 bus cards – Alexandria’s DASH
- 30 bus cards – University of Maryland
- 8 transit shelters – George Mason University
- 4 transit shelter – Howard University
- 10 Shelters and 22 Junior Posters – DDOT/Clear Channel
- 1 King Kong, 5 tail wraps, 58 bus cards – DDOT/Circulator
- 50 bus cards – Frederick County Transit Buses
- 10 transit shelters – Prince George’s County
- 1 transit shelter – Takoma Park
- 3 King Kongs and 95 bus cards – Prince George’s County The BUS
- 6 King Kongs, 12 kings, 20 queens, 10 tails – Montgomery County Ride On



Television Advertising

The new TV testimonials (15- and 30-second spots) ran across four major TV networks and eight cable channels from 11/11/19 to 1/19/20 for 320 gross ratings points (GRPs).

Online Advertising

Digital media ads ran for four weeks (11/3/19 – 11/31/19) across Facebook, Instagram, Twitter and YouTube, with emphasis on the new video spots and driving viewers to the testimonial website. We again distributed a digital toolkit to partners across the region to reach a larger audience through social media channels.

- 3,372,759 impressions
- 6,782 clicks
- 410,380 video views
- 286,732 post engagements (reactions, shares, comments, clicks, etc.)

Outreach

The *Street Smart* Virtual Reality Challenge is a highly visible, educational outreach display that puts participants behind the wheel of a bright yellow Chevy Camaro, and presents them with three high-risk, close call scenarios via virtual reality headset. The challenge reinforces the need for drivers to always be looking out for people walking and biking and gave pedestrians and bicyclists a clearer sense of what it’s like to be in the driver’s seat. Street Smart hosted VR Challenge events hosted across MD, VA and DC:

- Westfield Wheaton Mall, 12/14/19
- Pentagon City Mall, 1/5/20
- NBC Health & Fitness Expo, 1/17/20 and 1/18/20

The “Lives Shatter on Impact” testimonial wall traveled alongside the challenge so participants could hear those affected by a serious or deadly crash talk about the aftermath and impact on their lives.



COVID Response

As the COVID-19 pandemic began to impact the Washington metro region, Street Smart evaluated the media landscape and traffic concerns cited by local stakeholders and developed a responsive communications plan to leverage opportunities to relay messages to local residents via virtual channels: social media and news media. We postponed our traditional spring multimedia campaign to the end of summer and created COVID-issue social media ads (dealing with increase in ped/bike activity and distracted or speeding drivers) and promoted them on Facebook and Twitter from 5/6/20 – 6/9/20. We also engaged reporters to cover pedestrian and bicycle safety tips in the new traffic landscape and secured media interviews for Street Smart spokespeople. Results are in progress.



Upcoming Plans

Street Smart will complete the 2020 fiscal year by “pre-loading” the fall campaign. We will pay for bus ads, printing, and planning/development with FY20 funds. The FY21 funds will cover the official launch and extending PR pitching and the media flight into October. The fall media plan will include online video and television, in addition to continued outdoor placement on WMATA buses, pumptoppers, and bus shelters.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA



2019
FISCAL YEAR
ANNUAL REPORT

OCTOBER 1, 2018
— THROUGH —
SEPTEMBER 30, 2019

Mirroring national trends, pedestrian fatalities in the Washington metropolitan region are on the rise. Even as most types of traffic fatalities declined in 2018, the number of pedestrians and cyclists killed in traffic incidents increased nearly 19 percent. In 2018, preliminary data indicate that 94 pedestrians and 7 cyclists* were killed on our region's streets, accounting for 33 percent of the 306 total traffic fatalities.

Walking and biking are important modes of transportation for many people in the metro area. While engineering efforts of state and local jurisdictions are critical in creating safer streets for vulnerable road users, the Metropolitan Washington Council of Governments' *Street Smart* program works to protect people walking and biking by educating the public about measures individuals can take to improve safety and promoting enforcement of pedestrian and bicycle safety laws.

The goals of the regionwide *Street Smart* campaign are to:

- // Reduce pedestrian and cyclist injuries and deaths in the region.
- // Educate drivers, pedestrians, and bicyclists about safe use of roadways.
- // Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

The initiative integrates several components including media relations, paid advertising, donated media, street-level outreach, events, digital efforts, and increased law enforcement.

The *Street Smart* program is sponsored by Metro, the District of Columbia, Maryland and Virginia, and is supported by many vital partners committed to pedestrian and bicycle safety in the Washington region. Local cities, counties, states, police departments, nonprofit organizations, and transit authorities all work together to make our region a safer place for people walking and biking.

THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS OF THE *STREET SMART* PUBLIC AWARENESS AND ENFORCEMENT CAMPAIGN FOR FISCAL YEAR 2019, INCLUDING FALL 2018 AND SPRING 2019.

*includes one e-scooter fatality



Fall Kickoff Speakers



*Captain Thomas Didone,
Director, Montgomery County Police Traffic Division*

MEDIA RELATIONS

FALL CAMPAIGN KICKOFF PRESS EVENT

On November 8, 2018, *Street Smart* launched the fall campaign at Veterans Plaza in Silver Spring, Maryland. The event also launched the new *Street Smart* Virtual Reality Challenge, raising awareness among drivers, pedestrians, and bicyclists by familiarizing them with three “close call” traffic scenarios often associated with crashes.

Speakers at the fall kickoff event included:

- // Kelly Melhem, Deputy Chief, Maryland Highway Safety Office
- // Hans Riemer, Montgomery County Council President
- // Chief Hank Stawinski, Prince George’s County Police Department
- // Captain Thomas Didone, Director, Montgomery County Police Traffic Division
- // John Saunders, Director, DMV’s Virginia Highway Safety Office
- // Sam Zimbabwe, Chief Project Delivery Officer, District Department of Transportation

The event occurred just after the Daylight Savings Time change. As daylight hours decrease, it’s imperative for local safety officials to remind motorists, pedestrians, and bicyclists to be extra vigilant. The Montgomery County Police Department also conducted enforcement nearby after the event.

Police officers from across the region attended the event and warned residents that law enforcement would be stepping up efforts from November 5 to December 2 to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.

SPRING CAMPAIGN KICKOFF PRESS EVENT

On Tuesday, April 23, 2019, *Street Smart* launched the spring campaign at the intersection of Richmond Highway and Lockheed Boulevard in Fairfax County, VA.

Speakers included:

- // Jeffrey C. McKay, Lee District Supervisor
- // Daniel G. Storck, Mount Vernon District Supervisor
- // Edwin C. Roessler, Jr., Chief,
Fairfax County Police Department
- // John Saunders, Director,
DMV's Virginia Highway Safety Office
- // Christine Nizer, Administrator,
Maryland Motor Vehicle Administration
- // Everett Lott, Deputy Director,
District Department of Transportation

Officials also called attention to area police departments' heightened enforcement of pedestrian and bicycle safety laws to take place in April and May. Immediately following the event, the Fairfax County Police Department conducted live law enforcement demonstrations for the media.



*John Saunders,
Director, DMV's Virginia Highway Safety Office*



Spring Kickoff Speakers with Law Enforcement

OUTREACH

VIRTUAL REALITY CHALLENGE EDUCATIONAL OUTREACH PROMOTIONS

In 2018, *Street Smart* developed an innovative new approach to on-the-ground outreach with the *Street Smart* Virtual Reality Challenge, an eye-catching and interactive educational exhibit.



Street Smart Virtual Reality Challenge



Participants sit behind the wheel of a *Street Smart* convertible where they immerse themselves in 360-degree virtual reality video of three high-risk traffic scenarios. The technology captures and scores the driver's ability to spot pedestrians and bicyclists, some of whom appear in unexpected places. The challenge reinforced the need for drivers to be alert for people walking and biking and gave pedestrians and bicyclists a clearer idea of what it's like to be in the driver's seat.

Locations and dates included:

- ## 11/8/18: Veterans Plaza in Silver Spring, MD
- ## 11/28/18: Howard University in Washington, DC
- ## 1/6/19: Pentagon City Mall in Arlington, VA
- ## 5/2/19: Nationals Stadium in Washington, DC
- ## 5/18/19: Bike Rodeo in Herndon, VA
- ## 6/9/19: Beltway BBQ in Upper Marlboro, MD

Beyond the six program-funded events, campaign partners leveraged the wildly successful virtual reality exhibit and provided funding for five additional locations in the region.

ENFORCEMENT ACTIVATIONS

High-visibility enforcement is critical in deterring and changing unlawful traffic behaviors. In fall and spring, the program coordinated with police departments across the region to conduct 24 enforcement activations and drive media to cover live demonstrations of police activities.

Locations included:

- ## 11/8: Montgomery County Police Department
 - Georgia Avenue at Fenwick Lane, Silver Spring, MD
 - Ellsworth Drive at Fenton Street, Silver Spring, MD
 - Colesville Road at Wayne Avenue/East West Hwy., Silver Spring, MD
- ## 11/19: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- ## 11/26: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- ## 11/27: Maryland State Police
 - Route 1 between Ikea Center Boulevard to Powder Mill Road
- ## 11/29: Prince George's County Police Department
 - Silver Hill Road between St. Barnabus Road to Suitland Road, Suitland-Silver Hill, MD
- ## 11/29: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD



Montgomery County Police Department



Alexandria Police Department

- 12/3: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 12/4: Prince George's County Police Department
Landover Road between Pinebrook Avenue to
Fire House Road
- 12/6: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 4/16: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 4/23: Fairfax County Police Department
Lockheed Boulevard, Alexandria, VA
- 4/23: Metropolitan Police Department
MLK at Mellon Street, SE, Lebaum Street, SE, and Milwaukee Pl, SE
- 4/23: Montgomery County Police Department
Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- 4/24: Metropolitan Police Department
MLK at Mellon Street, SE, Lebaum Street, SE, and Milwaukee Place, SE
- 4/24: Alexandria Police Department
Potomac Avenue, Alexandria, VA
- 4/29: Prince George's County Police Department
University Boulevard and Riggs Road, Langley Park, MD
- 4/29: Arlington County Police Department
3200 block of Washington Boulevard, Arlington, VA
- 04/30: Metropolitan Police Department
Alabama Avenue SE, between 18th Street and 15th Place, Washington, DC
- 5/1: Alexandria Police Department
King Street/Union Street, Alexandria, VA
- 5/1: Prince William Police Department
Potomac Mills Mall area, Woodbridge, VA
- 5/7: Arlington County Police Department,
3100 block of Clarendon Boulevard, Arlington, VA
- 5/7: Montgomery County Police Department
Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD



Arlington Police Department

ENFORCEMENT RESULTS*

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement waves in which police across the region step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2018 enforcement dates were set as November 5 to December 2, and spring 2018 enforcement dates were set as April 16 to May 10. During the fall and spring campaigns, 35,219 citations and 15,088 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in Arlington County, Montgomery County, Fairfax County, Prince George's County, and City of Fairfax.

MEDIA TOURS

In addition to the seasonal launch events, the *Street Smart* program conducted a local media tour and PR efforts to secure interviews with campaign spokespeople and stories on enforcement activations and outreach events. Sherry Matthews Group distributed news releases, fact sheets, press photos and cutlines, and b-roll video and event footage in both English and Spanish to media outlets nationwide.

EARNED MEDIA RESULTS**

- // 33 television news segments reaching more than 1 million viewers and totaling more than \$186,000 in publicity value.
- // 12 radio news stories, including an interview on The Kojo Nnamdi Show, reaching more than half a million listeners and totaling \$422,000 in publicity value.
- // 26 articles in online publications, including WashingtonPost.com and WTOP.com, totaling more than \$1.6 million in publicity value.

**71 NEWS STORIES
GARNERED \$2.2 MILLION
IN PUBLICITY VALUE**

Press coverage is detailed in Appendix I.

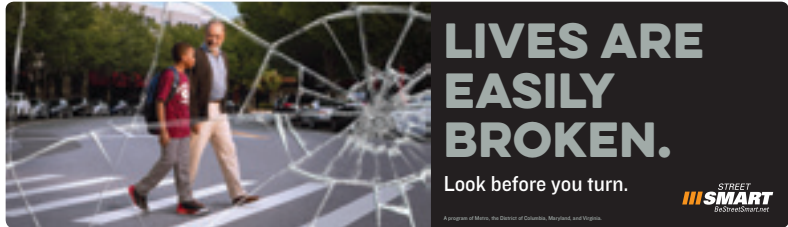
CREATIVE

This year *Street Smart* continued to run the research-based “Shattered Lives” series of outdoor advertisements. This campaign emphasizes the human toll and consequences of not following traffic safety laws and gives drivers, bicyclists, and pedestrians tips for traveling safely through the region.

Simultaneously during the current fiscal year, *Street Smart* worked with Sherry Matthews Group to produce a new series of documentary-style PSAs featuring testimonials from local residents who have been affected by a pedestrian or bicycle crash. Launching in fall 2019, the television and video spots will complement the “Shattered Lives” outdoor advertisements and show that unsafe behaviors lead to devastating consequences that impact real people—neighbors, families, and friends.

*Actual numbers may be higher. These metrics are based on enforcement reports received at the end of the campaign.

**Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources.



PAID MEDIA

Since our audience segment is broad—composed of drivers, pedestrians, and bicyclists—we use a variety of methods to deliver campaign messages. The target audience is adults 18–49, skewing male. With a media plan designed to achieve maximum reach across the region, our overall media strategy focused on street-level marketing to reach target audiences in the most relevant places. Media included both English- and Spanish-language channels.

82 MILLION IMPRESSIONS VIA PAID MEDIA

\$338,780 IN ADDED VALUE MEDIA BENEFITS

OUTDOOR MEDIA

English and Spanish outdoor media delivered safety messages in high-priority areas around the Washington metro area during the spring and fall campaigns. Metrobuses put 352 bus tail advertisements and 700 interior cards in motion to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps at 187 fueling stations—reached a captive audience of drivers filling up their tanks. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign. In the fall, we placed brightly illuminated advertisements on digital transit shelters for two weeks, with a 12-second static image rotation every minute in 55 DC locations. These locations continue to correlate with high-traffic corridors, reaching drivers and transit riders commuting from Virginia and Maryland.



Bus Ad



Pumptopper

DIGITAL MEDIA

Digital media ads ran for four weeks in fall and spring. During the two campaign waves, online ads on Facebook, Twitter, Instagram, and a mobile advertising network (fall only) delivered nearly 11 million impressions and more than 16,000 clicks to BeStreetSmart.net. We also distributed a digital toolkit to partners across the region to reach a larger connected audience through social media channels.

ADDED VALUE

Paid media added value benefits including negotiated public service ad rates, bonus gas station locations, window clings, and overrides on outdoor ads totaled more than \$338,000.

Paid media and added value benefits are detailed in Appendix II.

DONATED MEDIA

Street Smart leveraged many opportunities to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including interior bus cards, exterior bus ads, partial bus wraps, and transit shelters. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value exceeded \$849,000.

**NEARLY \$850,000
IN DONATED MEDIA**

Donated media is detailed in Appendix III.

EVALUATION

Area Wide Market Research, Inc. conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of residents living in three targeted geographic areas: the Maryland suburbs, Northern Virginia, and the District of Columbia.

This research took a post-test-only approach via online surveys conducted May 23 to June 17, 2019 with 630 respondents. The results from this survey wave were compared with the post-campaign data collected from a survey conducted May 12 – May 25, 2018 (313 respondents) in order to measure changes year over year. All significance testing was conducted at the 95 percent confidence level.

SELECTED SURVEY RESULTS

GENERAL AWARENESS

- // Roughly half of respondents (53%) recalled seeing or hearing pedestrian, driver, and cyclist safety messages in the past 90 days.
- // The main source recalled for these messages was TV news, followed by advertising.
- // When asked what the *Street Smart* program is about, the main element was “roadway safety” (44%).
- // Awareness of police efforts to enforce pedestrian traffic safety laws remained consistent (16% in 2019).
- // Between 57% and 74% of the respondents do not perceive authorities to be very strict in enforcing laws for pedestrians (73% “not very strict” or “not strict at all”), drivers (57%), or bicyclists (74%).
- // There was a slight increase in the belief that authorities are becoming less strict in terms of law enforcement.

ADVERTISING AWARENESS

Without any visual aid, respondents were asked if they recalled seeing *Street Smart* pedestrian or bicycle safety ads within the past few months. The number of respondents who selected “yes” declined from 19% in 2018 to 13% in 2019.



One of four ads presented to measure aided awareness

- A decrease in advertising recall is not unexpected. While the paid media budget for spring 2018 was \$156,900, due to the loss in funding the spring 2019 paid media budget was only \$112,143, a reduction of nearly 30%.
- While unaided pedestrian recall remained consistent (13%), drivers showed a significant drop in awareness between 2018 (22%) and 2019 (13%).
- When presented with a visual aid from the *Street Smart* campaign, three in every ten respondents (29%) recalled seeing of at least one of the four advertising executions shown in the survey. This result is statistically flat from the previous year.
- The main source of advertising awareness was on buses and other public transportation. Online ads and bus shelters were the next most important sources.
- While aided pedestrian recall remained consistent (34%), drivers showed a decline in recall between 2018 (32%) and 2019 (24%).

BEHAVIORS AND ATTITUDES

- Respondents reviewed a list of behaviors and attitudes surrounding pedestrian and bicycle safety. While different segments had variations, on the whole there were no significant changes between years.
- Respondents identified the most serious problems as:
 - Driving while texting.
 - Driving while on a cell phone.
 - Aggressive driving.
 - Drivers exceeding the speed limit.
- Self-reported behaviors (one or more times in the last week):
 - 23% reported failure to stop for a pedestrian.
 - 60% admitted speeding in a 30 MPH zone.
 - 42% reported having crossed illegally midblock.
 - 48% said they did not wait for the signal before crossing.
- Seven in every ten of the respondents (69%) felt the streets in their area were relatively safe for drivers. At the same time, only 53% felt the streets were as safe for pedestrians and bicyclists.
- More than three of four respondents (77%) are willing to support additional funding to make it easier to walk and bike in their community.

OVERALL CAMPAIGN VALUE

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$2,263,202
Paid Media Added Value	\$338,790
Donated Media Value	\$849,327
Campaign Budget	\$692,000
CAMPAIGN VALUE	\$4,143,319

Thanks to a successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, *Street Smart* more than quadrupled its annual campaign budget.

Combining added value with earned and donated media and services, the fiscal year 2019 *Street Smart* program garnered nearly \$4.1 million in overall campaign value on a budget of \$692,000.

For more information on the *Street Smart* campaign, visit BeStreetSmart.net.

APPENDIX I: EARNED MEDIA SUMMARY FALL 2018 AND SPRING 2019

Total Value \$2,263,202
Total Circulation 3,181,037

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	PR VALUE	RATINGS
11/8/18	5:00 PM	00:22	WJLA (ABC)	ABC 7 News at 5 PM	\$9,165	48,768
11/8/18	5:00 PM	00:53	WUSA (CBS)	9 News Now at 5 PM	\$5,080	23,802
11/8/18	5:00 PM	00:30	WRC (NBC)	News 4 at 5 PM	\$9,000	70,087
11/8/18	5:00 PM	01:00	WTTG (FOX)	Fox 5 News at 5 PM	\$7,500	80,435
11/8/18	11:00 PM	00:55	WZDC (Telemundo)	Telenoticias Washington at 11 PM	\$4,585	10,802
11/9/18	5:00 AM	00:34	WTTG (FOX)	Fox 5 Morning News at 5 AM	\$5,565	42,149
11/11/18	6:00 PM	01:07	WTTG (FOX)	Fox 5 News Edge at 6 PM Sunday	\$3,350	12,892
11/16/18	7:00 AM	05:40	News Channel 8	Morning Report at 7 AM	NA	NA
1/7/19	4:00 AM	00:30	WRC (NBC)	News 4 Today at 4 AM	\$500	18,746
1/7/19	5:00 AM	00:30	WRC (NBC)	News 4 Today at 5 AM	\$3,250	71,534
1/7/19	8:00 AM	00:39	News Channel 8	Morning Report at 8 AM	NA	NA
FALL TOTAL					\$47,995	379,215
4/22/19	7:00 AM	00:54	WTTG (FOX)	Fox 5 Morning News at 7 AM	\$7,650	83,915
4/23/19	4:00 AM	00:20	WRC (NBC)	News 4 Today at 4 AM	\$335	29,457
4/23/19	5:00 AM	00:43	WTTG (FOX)	Fox 5 Morning News at 5 AM	\$5,775	34,570
4/23/19	6:00 AM	00:23	WTTG (FOX)	Fox 5 Morning News at 6 AM	\$3,260	68,003
4/23/19	7:00 AM	00:30	WTTG (FOX)	Fox 5 Morning News at 7 AM	\$4,250	83,915
4/23/19	5:00 PM	00:27	WRC (NBC)	News 4 at 5 PM	\$8,100	119,108
4/23/19	5:56 PM	00:49	WRC (NBC)	News 4 at 6 PM	\$14,700	132,236
4/23/19	5:56 PM	00:49	WRC (NBC)	News 4 at 6 PM	\$14,700	132,236
4/23/19	6:00 PM	02:18	WDVM	WDVM News @ 6 PM	\$3,405	6,350
4/23/19	6:00 PM	00:23	WZDC (Telemundo)	Telenoticias Washington at 6 PM	\$1,915	8,843
4/23/19	11:00 PM	00:34	WZDC (Telemundo)	Telenoticias Washington at 11 PM	\$2,835	4,081
4/24/19	5:00 PM	01:30	WZDC (Telemundo)	Telenoticias Washington at 5 PM	\$7,500	9,307
4/24/19	5:00 PM	03:00	WZDC (Telemundo)	Telenoticias Washington at 5 PM	\$15,000	9,307
4/24/19	6:00 PM	00:33	WFDC (UNIVISION)	Noticias Univision Washington 6 PM	\$2,750	33,595
4/24/19	6:00 PM	02:37	WFDC (UNIVISION)	Noticias Univision Washington 6 PM	\$13,085	33,595
4/24/19	6:00 PM	02:28	WZDC (Telemundo)	Telenoticias Washington at 6 PM	\$12,335	8,843
4/24/19	6:00 PM	00:39	WFDC (UNIVISION)	Noticias Univision Washington 6 PM	\$3,250	33,595
4/24/19	11:00 PM	00:04	WZDC (Telemundo)	Telenoticias Washington at 11 PM	\$335	4,081
4/24/19	11:00 PM	00:56	WFDC (UNIVISION)	Noticias Univision Washington 11 PM	\$3,270	18,699
4/30/19	5:00 PM	00:45	WTTG (FOX)	Fox 5 News at 5 PM	\$5,625	88,514
4/30/19	5:56 PM	00:48	WTTG (FOX)	Fox 5 News Edge at 6 PM	\$6,000	76,781
5/2/19	5:00 AM	00:15	WTTG (FOX)	Fox 5 Morning News at 5 AM	\$2,015	34,570
SPRING TOTAL					\$138,090	1,053,601
TELEVISION TOTAL					\$186,085	1,432,816

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Value \$2,263,202
Total Circulation 3,181,037

ONLINE COVERAGE			
DATE	SOURCE	PR VALUE	ONLINE DAILY CIRCULATION
10/31/18	Arlingtonva.us	\$236	170
11/2/18	LocalDVM.com	\$1,762	1,270
11/2/18	LocalDVM.com	\$1,762	1,270
11/8/18	MyMCMedia	\$549	396
11/8/18	Bethesda Magazine	\$2,625	1,892
11/8/18	Maryland Patch	\$680	490
11/8/18	MyMCMedia	\$549	396
11/9/18	AlexandriaNews.org	\$218	157
11/9/18	Virginia Patch	\$3,716	2,679
11/9/18	Archyworlys.com	\$2,118	1,527
11/9/18	The Washington Post	\$1,458,825	1,051,406
11/16/18	WJLA.com	\$23,027	16,596
FALL TOTAL		\$1,496,067	1,078,249
4/20/19	The Frederick News-Post	\$2,743	1,977
4/20/19	Maryland Patch	\$294	212
4/22/19	Maryland Reporter	\$10	7
4/23/19	LocalDVM.com	\$2,211	1,593
4/23/19	WTOP.com	\$44,696	32,213
4/23/19	Patch DC	\$688	496
4/23/19	MSN.com	\$12,934	9,322
4/23/19	FairfaxNews.com	\$209	151
4/24/19	FairfaxNews.com	\$209	151
4/25/19	WTOP.com	\$44,696	32,213
5/3/19	WTOP.com	\$48,292	34,805
5/7/19	FairfaxNews.com	\$127	91
5/14/19	The Connection Newspapers	\$991	714
7/30/19	The Kojo Nnamdi Show	\$315	227
SPRING TOTAL		\$158,415	114,172
ONLINE TOTAL		\$1,654,482	1,192,421

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Value \$2,263,202
Total Circulation 3,181,037

RADIO COVERAGE						
DATE	TIME	RUN TIME	STATION	SHOW	PR VALUE	RATINGS
4/23/19	1:00 PM	00:56	WTOP-FM	Radio Programming	\$5,655	39,400
4/23/19	2:00 PM	04:19	WTOP-FM	Radio Programming	\$32,335	48,700
4/23/19	3:00 PM	00:50	WTOP-FM	Radio Programming	\$42,040	65,000
4/24/19	4:00 AM	01:00	WTOP-FM	Radio Programming	\$8,875	27,700
4/24/19	7:00 PM	01:00	WTOP-FM	Radio Programming	\$34,320	42,900
4/24/19	10:00 PM	01:00	WTOP-FM	Radio Programming	\$17,860	17,700
5/3/19	6:00 PM	00:56	WTOP-FM	WTOP Evening News	\$9,035	62,900
5/3/19	6:00 PM	00:56	WTOP-FM	WTOP Evening News	\$9,035	62,900
5/3/19	8:00 PM	04:45	WTOP-FM	WTOP Evening News	\$34,630	47,400
5/3/19	8:00 PM	04:45	WTOP-FM	WTOP Evening News	\$34,630	47,400
7/31/19	12:00 PM	12:45	WAMU-FM	The Kojo Nnamdi Show	\$92,055	46,900
7/31/19	12:00 PM	14:09	WAMU-FM	The Kojo Nnamdi Show	\$102,165	46,900
SPRING TOTAL					\$422,635	555,800
RADIO TOTAL					\$422,635	555,800

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Spending \$278,948.47
Total Added Value \$338,789.97
Total Estimated Impressions 82,864,102

FALL 2018 OUTDOOR				FLIGHT DATES: 11/5/18 - 12/2/18 DIGITAL SHELTERS FLIGHT DATES: 11/5/18 - 11/18/18		
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE
Bus Tails	175	4 weeks	6,122,025	\$64,225.00	\$56,875.00	\$7,350.00
Pumptoppers	100	4 weeks	9,534,000	\$45,000.00	\$27,300.00	\$17,700.00
Digital Transit Shelters	55	2 weeks	3,292,404	\$34,610.00	\$27,000.00	\$7,610.00
Agency Placement Fee/Discount					\$15,695.00	\$3,924.12
ADDED VALUE						
Bus Tail Overrides	75	8 weeks	5,247,450	\$64,764.71	-	\$64,764.71
Bus Tail (Bonus)	1	4 weeks	34,983	\$431.76	-	\$431.76
Interior Cards (Bonus)	350	4 weeks	1,689,100	\$4,941.18	-	\$4,941.18
Interior Cards Overrides	350	4 weeks	1,689,100	\$4,941.18	-	\$4,941.18
Pumptopper Overrides	100	4 weeks	9,534,000	\$52,941.18	-	\$52,941.18
Gas Station Window Clings (Bonus)	100	8 weeks	3,241,560	\$11,764.71	-	\$11,764.71
Gas Station Locations (Bonus)	3	8 weeks	95,340	\$3,176.47	-	\$3,176.47
TOTAL FALL 2018 OUTDOOR			40,479,962		\$126,870.00	\$179,545.29

SPRING 2019 OUTDOOR				FLIGHT DATES: 4/15/19 - 5/12/19		
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE
Bus Tails	175	4 weeks	6,122,025	\$64,225.00	\$58,013.00	\$6,212.00
Pumptoppers	80	4 weeks	7,627,200	\$36,000.00	\$23,040.00	\$12,960.00
Agency Placement Fee/Discount					\$11,347.00	\$2,956.47
ADDED VALUE						
Bus Tails Overrides	175	2 weeks	8,054,000	-	\$37,780.00	\$37,780.00
Bus Tails Overrides	80	8 weeks	5,597,280	\$69,082.35	-	\$69,082.35
Bus Tail (Bonus)	1	4 weeks	34,983	\$431.76	-	\$431.76
Interior Cards (Bonus)	350	4 weeks	1,689,100	\$4,941.18	-	\$4,941.18
Interior Cards Overrides	350	4 weeks	1,689,100	\$4,941.18	-	\$4,941.18
Pumptopper Overrides	80	4 weeks	7,627,200	\$42,352.94	-	\$42,352.94
Gas Station Window Clings (Bonus)	80	8 weeks	762,720	\$9,411.76	-	\$9,411.76
Gas Station Locations (Bonus)	4	8 weeks	381,360	\$4,235.29	-	\$4,235.29
TOTAL SPRING 2019 OUTDOOR			31,530,968		\$92,400.00	\$157,524.94

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Spending \$363,908.12
Total Added Value \$501,243.00
Total Estimated Impressions 128,651,553

FALL 2018 DIGITAL							FLIGHT DATES: 11/8/18 - 12/2/18						
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	CLICKS	NET COST	ADDED VALUE							
Facebook/Instagram (English)	2,099,282	-	2,099,282	1,269	\$14,499.91	-							
Facebook/Instagram (Spanish)	419,975	-	419,975	386	\$2,500.00	-							
Twitter	674,600	-	674,600	3,123	\$5,990.23	-							
Mobile Network	3,998,704	-	3,998,704	8341	\$11,996.11	-							
Agency Placement Fee / Discount					\$4,949.00	\$1,225.04							
TOTAL FALL 2018 DIGITAL	7,192,561	-	7,192,561	13,119	\$39,935.25	\$1,225.04							

SPRING 2019 DIGITAL							FLIGHT DATES: 4/15/19 - 5/12/19						
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	CLICKS	NET COST	ADDED VALUE							
Facebook/Instagram (English)	2,513,641	-	2,513,641	1,464	\$12,189.85	-							
Facebook/Instagram (Spanish)	465,939	-	465,939	370	\$2,000.00	-							
Twitter	681,031	-	681,031	1,324	\$3,012.37	-							
Agency Placement Fee / Discount					\$2,541.00	\$494.69							
TOTAL SPRING 2019 DIGITAL	3,660,611	-	3,660,611	3,158	\$19,743.22	\$494.69							

APPENDIX III: DONATED MEDIA FY 2019

FY 2019				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Junior Billboards	DDOT/Clear Channel (DC)	22	8 weeks	\$232,941
Transit Shelters	DDOT/Clear Channel (DC)	10	8 weeks	\$31,765
Transit Shelters	Howard University (DC)	1	2 months	\$2,471
Transit Shelters	Howard University (DC)	2	6 weeks	\$1,853
Transit Shelters	University of Maryland College Park (MD)	10	7 months	\$41,176
Interior Bus Cards	University of Maryland College Park (MD)	30	7 months	\$6,176
Interior Bus Cards	TransIT - Frederick County (MD)	50	8 weeks	\$2,941
Interior Bus Cards	The BUS - Prince George's County (MD)	95	2 months	\$5,588
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$45,656
Transit Shelters	Signal Media - Prince George's County (MD)	42	2 months	\$75,600
Transit Shelters	Signal Media - Takoma Park (MD)	1	1 month	\$900
Interior Bus Cards	Ride On - Montgomery County (MD)	200	8 weeks	\$11,765
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	6	36 weeks	\$90,212
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	6	16 weeks	\$225,576
Exterior Bus Tails		40		
Exterior Bus Queens		15		
Exterior Bus Kings		10		
Interior Bus Cards	Connector - Fairfax County (VA)	600	4 weeks	\$17,647
Interior Bus Cards	DASH - Alexandria (VA)	180	4 weeks	\$5,294
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	9 months	\$24,000
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	6 months	\$4,235
Bus Shelters	George Mason University (VA)	8	2 months	\$11,294
Bus Shelters	George Mason University (VA)	4	6 weeks	\$4,235
Interior Bus Cards	ART - Arlington County (VA)	272	4 weeks	\$8,000
TOTAL DONATED MEDIA VALUE				\$849,327



METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002

MWCOG.ORG

Prepared by



SHERRY MATTHEWS⁶⁶ GROUP



THE MARYLAND HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401

July 6, 2020

Mr. Gregory I. Slater
Secretary
Maryland Department of Transportation
7201 Corporate Center Drive
Hanover, MD 21076-0548

Dear Secretary Slater:

Since the onset of the global pandemic and the Governor's resulting "stay-at-home" Executive Order, the traffic congestion on Maryland's major highways has practically disappeared. The requirement to telework by government, as well as private sector employers, has shown that peak traffic can be significantly impacted through a statewide incentive to encourage telework. Not all jobs can be done remotely, but there is evidence that a small percentage of traffic reduction by those employees who do not need to be on the roads at peak times can result in a free flow of traffic throughout the day.

Dr. Lei Zhang, Director of the Maryland Transportation Institute at the University of Maryland (Institute), reports that the Institute has developed a comprehensive model of travel choices and traffic conditions for all roads throughout the State of Maryland referred to as the Maryland Statewide Transportation Model. This tool tells us how much traffic we need to reduce to keep roadways operating at free-flow conditions on I-270, I-495, and elsewhere. In general, we only need 5% to 15% of drivers to avoid traffic bottlenecks during peak periods for all of the traffic jams in Maryland to dissipate. To achieve that reduction, drivers can choose – when practical – to work from home, use alternative modes of transportation, shift departure time, change travel routes, or use other Transportation Demand Management practices.

For example, Dr. Zhang and the Institute observed in 2018 that a 2% reduction in the 114,000 vehicles that travel on I-270 northbound during the afternoon peak period (4 – 7 pm) would result in a 27% reduction in that thoroughfare's peak period congestion. That is a mere 2,280 vehicles over three hours. To reduce peak period congestion by 100% and have free-flow conditions, a quick estimate shows that traffic on the thoroughfare would need to be reduced by 13% – or 14,820 vehicles.

Those numbers are achievable and do not require billions of dollars in new infrastructure investment using risky financing methods of which we have now become all too familiar with the downsides. Moreover, saving money on roadway expansion will allow us to re-target some of those funds and focus on other critical transportation needs around our State. We have the opportunity to use the data to work with all levels of government, the Transportation Planning

Board and Maryland's other Metropolitan Planning Organizations, the private sector business community, and Maryland commuters to explore ways to reduce traffic, particularly during peak times in innovative ways.

There are models to encourage telework. Virginia has offered a telework tax credit at various times over the years to encourage employers to establish telework policies. Montgomery County is using COVID-19 related emergency funding to help reimburse telework-related costs. A statewide effort could go even further and tie the COVID-19 related emergency to ongoing encouragement of telework. Together, these efforts can reduce highway construction costs, increase economic development, enhance traffic safety, and create more family time and better quality of life for our region's workers. Reducing or even eliminating traffic congestion through this targeted and low-cost effort would be a transformative change for the State of Maryland. This is the time to move forward on bold and innovative initiatives to impact our daily lives.

We are requesting that your Department take this unique opportunity to work with the Institute and other government agencies and stakeholders to investigate and recommend policy initiatives to solve one of the State's most challenging problems – traffic congestion. We would be happy to assist with the effort.

Thank you for your consideration.

Sincerely,



Delegate Marc Korman, Chair
Transportation and the Environment
Subcommittee



Delegate Carol Krimm, Vice Chair
Transportation and the Environment
Subcommittee

cc: Ms. Lynda Eisenberg, Chair
Baltimore Regional Transportation Board

Ms. Kelly Russell, Chair
National Capital Regional Transportation Planning Board



July 2, 2020

Kimberly Cheslak
Associate Director of Codes and Policy
New Buildings Institute
623 SW Oak St.
Portland, OR 97205

Re: Letter of Support for DE-FOA-0002258 EMPOWERED, Topic 2

Dear Ms. Cheslak:

On behalf of the Metropolitan Washington Council of Governments (COG), I am pleased to provide this letter in support of the proposal, "Bringing DERs to Scale through Simplified Permitting and Education," being submitted by New Buildings Institute (NBI) to the U.S. Department of Energy under Funding Opportunity Announcement DE-FOA-0002258.

COG is committed to collaborating with the Metropolitan Area Planning Council (MAPC), NBI, other leading jurisdictions, and project team partners on the proposed project. We have a long history of working with our cities and counties on energy efficiency and renewable energy. COG is eager to work with MAPC and its member municipalities to provide input and feedback to the nationwide team on current permitting processes for distributed energy resources; to share recommendations and best practices for improved permitting processes, especially as pertain to electric vehicle charging infrastructure and energy storage systems; and to field test the resources, guides, trainings and technical support that are developed for this project.

We see great value in participating in a network of leading jurisdictions, technical experts, and regional organizations to help improve municipal permitting processes to enable greater DER uptake in the years ahead. We hope to learn from one another on how to use and advance the resources developed, and to share experiences, feedback, and best practices.

COG would be excited to collaborate on this proposal with MAPC, NBI, and other project team partners and hopes that the proposal receives a positive response from U.S. DOE.

Sincerely,

A handwritten signature in blue ink that reads "Chuck Bean".

Chuck Bean
Executive Director

cc: Cameron Peterson, MAPC
Kanti Srikanth, COG
Steve Walz, COG



July 15, 2020

Dear U.S. DOE Staff and Proposal Reviewers:

I am writing to express the support of the Metropolitan Washington Council of Governments (MWCOCG) Department of Transportation Planning for the "TransForce: Traffic Forecast Environment" proposal led by the Pacific Northwest National Laboratory with support from the Center for Advanced Transportation Technology Laboratory at the University of Maryland.

MWCOG serves as the administrative and fiscal agent for the National Capital Region Transportation Planning Board's (TPB) and implements the region's travel demand management program (TDM), Commuter Connections. The TransForce proposal seeks to enhance the Transportation Energy Analytics Dashboard (TEAD) methodology to use real-time volume estimates as inputs into the energy consumption model. The enhanced TEAD methodology will help the numerous local governments and its agencies assess the impact of travel choice and behavior on energy consumption estimates. The region and its local jurisdictions have adopted regional and local targets to improve air quality and address the negative impacts of climate change. The proposed project delivers a methodology to evaluate the solutions that lead to improved mobility and reduced energy use.

Funding of this proposal will allow COG to work with the research team to:

- 1) Provide data for the evaluation of the vehicular mobility and energy consumption within the Washington D.C. metropolitan region; and
- 2) Assist the team by utilizing TransForce to evaluate its usefulness in real-world situations.

The TPB is the federally designated metropolitan planning organization (MPO) for the Washington metropolitan area. The TPB is involved in transportation planning, programming, and travel monitoring activities. The regional TDM program, Commuter Connections, is a network of transportation organizations that encourage the use of alternative commute modes and flex time strategies. The program assists the region in reducing congestion, energy use, and improving air quality by offering programs leading to travel behavior changes. Commuter Connections has collaborated on a previous U.S. DOE project on the development of the TEAD program. Should you have further questions or need additional information, please do not hesitate to contact Nicholas Ramfos, at (202) 962- 3313, or via email at nramfos@mwccog.org.

Sincerely,

A handwritten signature in blue ink that reads "Kanathur Srikanth" with "K.S." written to the right.

Kanathur Srikanth
Deputy Executive Director, COG
Director, TPB

July 6, 2020

Transportation Planning Board
Metropolitan Washington Council of Governments
777 N. Capitol Street, Suite 300
Washington, DC 20002

Re: TPB Safety Resolution

Dear Chair Russell and members of the TPB:

We are writing to recommend changes that will strengthen your draft resolution on safety. We commend the study and concur with most of the recommended actions, however the draft resolution is far too general given the numerous specific actions recommended in the study report. Your resolution should include very specific reference to the need to modify road and intersection design to improve safety, particularly for pedestrians, cyclists, and people of color.

The current draft language being circulated states:

- Part 1: The TPB urges its members to reaffirm road user safety as a top priority and prioritize the implementation of projects, programs, and policies, that strive to ensure equitable impacts and will increase seat belt use, reduce speeding, reduce impaired driving, and reduce distracted driving.
- Part 2: The TPB urges its members to commit to working individually and/or collectively to implement all of the applicable safety measures to address the types of fatal and serious injury crashes disproportionately observed in this region and strive to ensure their equitable impacts.¹
- Part 3: The TPB will establish a Regional Roadway Safety Program which, through enhanced safety planning capabilities, can assist its member jurisdictions and the region implement projects, programs or policies to equitably improve safety outcomes for all roadway users.
- Part 4: The TPB Calls upon its member jurisdictions and agencies to adopt equitable Vision Zero policies and develop local roadway safety plans and the TPB calls on its member states to adopt primary seat belt legislation, and increase the use of ignition interlock devices for impaired driving offenders.

In addition, Chair Russell recommended inclusion of equity language:

Every action TPB considers, every debate we have, and every decision we make as the region's MPO must be viewed through the lens of equity, fairness, and non-discrimination. Past actions that have been exclusionary or had disparate impacts on underrepresented communities must be recognized, and actions taken to correct or mitigate the resulting unfairness. From infrastructure to education and enforcement, we must act fairly, without partiality or prejudice, to ensure all people have true access to safe and equitable mobility. The TPB Officers and staff are committed to this mission.

The summary for the TPB report states: “Following are recommended actions that can, if implemented, reduce the number of people killed or seriously injured throughout the region in four areas that were identified through data analysis as the area’s serious traffic safety problems including pedestrian, intersection, major arterial, and young driver crashes.”

The charge to the staff is very clearly focused on pedestrians, intersections and arterials, in addition to young drivers, and a significant proportion of the recommendations relate to road design. There are no fewer than 32 recommendations under Design and Operate Safer Infrastructure, and arguably, all but a couple are very much design issues; however, nowhere in the resolution does it explicitly talk about the need to redesign our arterials and intersections to make them safer for pedestrians. We recommend the addition of specific language calling on area jurisdictions to “adopt the attached recommendations and any other measures for redesigning intersections and arterials to slow speeds, shorten crossing distances, improve the safety of turning movements, and provide greater protection for pedestrians and cyclists.”

We also urge you to review Smart Growth America’s (SGA) 2019 report “[Dangerous by Design](#)” which finds that people of color, older Americans, and lower income communities are disproportionately victims of unsafe streets. Given your commitment to equity, we recommend that the SGA report and its findings of disproportionate impact be explicitly referenced in the resolution, accompanied by a commitment to focus on making arterial roads in low-income and minority communities safer. Potential language could be: “given that lower-income communities, older residents, and people of color are disproportionately victims of crashes on our streets, we urge a particular focus on addressing road design and safety issues in the equity emphasis areas defined by the TPB.”

Thank you for your consideration.



Stewart Schwartz
Executive Director



MEMORANDUM

TO: Transportation Planning Board
FROM: Kanti Srikanth, TPB Staff Director
SUBJECT: Announcements and Updates
DATE: July 16, 2020

The attached documents provide updates on activities that are not included as separate items on the TPB agenda.

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 NORTH CAPITOL STREET, NE
WASHINGTON, DC 20002**

RESOLUTION OF THE BOARD OF DIRECTORS OF THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS REGARDING RACIAL EQUITY AS A FUNDAMENTAL VALUE

WHEREAS, the work of the Metropolitan Washington Council of Governments has been guided by the overarching goals of Prosperity, Accessibility, Livability, and Sustainability as espoused in COG's *Region Forward Vision* for the region; and

WHEREAS, local governments are increasingly committing to intentionally consider equity when making policies or delivering programs and services; and

WHEREAS, "Equity" is a fundamental value defined as the commitment to promote fairness and justice in the formation of priorities, policy, and programs; and

WHEREAS, equity is achieved when all people are fully able to participate in the region's economic viability, contribute to the region's readiness for the future, and connect to the region's assets and resources; and

WHEREAS, the Board of Directors recognizes the history of racism in our country and how it has led to current day disparities in education and job attainment, housing, and healthcare, as well as disproportionate incarceration rates for Black and Brown members of our communities; and

WHEREAS, the Board of Directors recognizes that racial inequities have become institutionalized in the policies and practices of many agencies, governmental and otherwise; and

WHEREAS, COG has acted in support of equity analysis and decision-making, including the Transportation Planning Board's Equity Emphasis Areas; and, COG has initiatives that focus on racial equity such as the Regional Racial Equity Cohort, the work of the Health Officers Committee on health equity, and the regional initiative to develop a Fair Housing plan, but recognizes that a more intentional focus on equity is needed; and

WHEREAS, the Board of Directors condemns racial discrimination and commits to being non-racist, and significantly, also commits COG to actively oppose racism and be anti-racist;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:

- 1) The Board affirms that our work together as the Metropolitan Washington Council of Governments will be anti-racist and will advance equity; and
- 2) The Board affirms that Equity will be woven into COG's *Region Forward Vision* to ensure a more prosperous, accessible, livable, sustainable, and equitable future for all area residents and throughout COG's analyses, operations, procurement, programs, and priorities.

The Board instructs the Executive Director to ensure the practical application of these values.

I HEREBY CERTIFY THAT the foregoing resolution was adopted by the COG Board of Directors July 8, 2020

Janele Partman
COG Communications Specialist



MEMORANDUM

TO: Transportation Planning Board
FROM: Nicholas Ramfos, Director, Transportation Operations Programs
SUBJECT: 2020 Commuter Connections Employer Recognition Awards
DATE: July 16, 2020

The intent of this memorandum is to provide a summary of the 2020 Commuter Connections Employer Recognition Awards.

Each fiscal year, COG/TPB staff coordinates the annual Commuter Connections Employer Recognition Awards for employers showing commitment towards voluntarily implementing commute alternative programs and telecommuting at their respective worksite.

During FY 2020, nominations for the awards categories of Incentives, Marketing and Telework were received in February and reviewed by a selection committee in April which was held virtually and chaired by the District of Columbia Councilmember and TPB Vice Chair Charles Allen.

The 2020 Employer Recognition Awards event was virtually through the National Press Club on June 23, 2020. The event was emceed by TPB Vice Chairman Charles Allen. The City of Frederick Alderman and TPB Chair Kelly Russell was also an awards presenter.

Awards recipients included:

Incentives: Abt Associates, Rockville, MD

Marketing: United Therapeutics Corporation, Silver Spring, MD

Telework: ANA Enterprise, Silver Spring, MD

Employer Services Sales Team Achievement Award: Fairfax County Commuter Services

Employer Services Organization Achievement Award: MDOT Maryland Transit Administration



NEWS RELEASE

Commuter Connections Recognizes Three Employers for Excellence in Commute Alternative Programs

Abt Associates, United Therapeutics Corporation, and ANA Enterprise are recognized virtually at the 23rd annual Employer Recognition Awards Ceremony

Washington, D.C. (June 23, 2020) – Today, the [Metropolitan Washington Council of Governments Commuter Connections](#)' program honored three local employers for their exceptional commitment to offering and promoting innovative and sustainable commute alternative programs at its 23rd annual Employer Recognition Awards. For the first time, the awards were streamed virtually from the National Press Club with participants joining via livestream to celebrate.

Commuter Connections recognized Abt Associates of Rockville, MD, United Therapeutics Corporation of Silver Spring, MD, and ANA Enterprise of Silver Spring with awards for their incentives, marketing, and teleworking programs respectively. These programs help reduce traffic congestion, personal expenses, auto emissions, and improve the quality of life for their employees and the region. Together, they reduced a total of more than 2.1 million vehicle miles traveled (VMT) and collectively saved more than 113,000 gallons of gasoline per year.

“The employers honored during this year’s event have implemented innovative and successful commuter benefits programs. We hope that through their example, other organizations will embrace similar initiatives, creating more environmentally conscientious employers and those that show concern for work-life balance. These types of organizations provide betterment for their employees, the local community, and the region, especially during this trying time in the face of COVID-19,” said Kelly Russell, National Capital Region Transportation Planning Board Chair and City of Frederick Alderman. “Commuter Connections and its jurisdictional partners assist employers in all such areas; an employer’s role in helping to promote commute alternatives for their employees cannot be underestimated.”

A selection committee chose winners based on their abilities to offer measurable commuter benefits that reduce gasoline consumption and emissions through fewer vehicle trips and miles traveled, and for implementing policies that have improved the commutes of their employees. These collective efforts by employers' help reduce traffic congestion and air quality emissions in the region.

"Employers that support daily commute alternatives such as bicycling, walking, teleworking, public transit, ridesharing, and alternative work schedules, help create better morale and work-life balance for employees, while simultaneously bettering their environments," said Marcus Moore, Chair, Commuter Connections subcommittee and Employer Outreach Specialist and Transportation Planner, Fairfax County Department of Transportation. The Commuter Connections Employer Services program is a comprehensive regional network dedicated to assisting employers in setting up and expanding commuter initiatives.

"We are pleased to honor Abt Associates, United Therapeutics Corporation, and ANA Enterprise for their incredible dedication to promoting alternative commuting," added Ramfos. "For the past two decades, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved quality of life for both employees and communities through programs that reduce drive-alone commuting."

The 23rd annual Employer Recognition Awardees are listed below along with the organizations' mission and a summary of their efforts to improve employee commuting.

INCENTIVE AWARD

[Abt Associates](#), Rockville, MD

Abt Associates' mission is to improve the quality of life and economic well-being of people world-wide by incorporating social and environmental responsibility into all its operations, from committing to de-carbonization to taking a comprehensive approach to employee wellness. Abt's commuter incentives program is an important part of this effort. Over half (57 percent) of the 400 Abt employees in the metropolitan Washington region participate in the various commuter programs the company offers. A transit benefit equaling 75 percent of employees' monthly costs, up to \$100, is provided,

saving employees an average of \$900 per year. To encourage use of public transit, Abt runs a free employee shuttle from the White Flint Metro station to the office, every 15 minutes, from 7:30 am to 6:30 pm. To promote bicycling to work, Abt offers showers, indoor bike racks, and Fixit stations. Abt also helped to secure a Capital Bikeshare docking station next to the office and offers a subsidy of \$120 per year to cover bike maintenance, equipment, and bikeshare memberships. To encourage ridesharing, Abt reserves nine front-row parking spaces for its employees who carpool and implemented an internal carpool sign-up sheet in addition to using Commuter Connections' ridematching system. For work-life balance, they offer telework, flextime, and compressed work weeks. Employees who telework at least three days per week are equipped with a laptop, docking station, webcam, softphone technology, and headset. Teleworkers are also reimbursed for monitors, keyboards, printers, printer ink, a mouse, and internet expenses. As a result of its various commuter benefits and amenities, Abt reduces 1,047,807 employee vehicle miles and saves an estimated 47,627 gallons of gasoline annually.

MARKETING AWARD

United Therapeutics Corporation, Silver Spring, MD

United Therapeutics Corporation is a publicly traded biotech company focused on quality and innovation, the power of their brands, entrepreneurial culture, and bioinformatics leadership. This commitment, coupled with their determination to have a positive impact on their patients, the environment, and society, drives and sustains the company's long-term successes. United Therapeutics employs 236 people in the Washington, DC region and its SmartBenefits program offers up to \$130 towards the price of monthly commuting. Employees commute to and from the office by transit, carpool, bike, walk, and even Segway. Bike racks, showers, dressing rooms, and lockers are provided, and employees driving electric vehicles are given free access to electric charging stations. A public shuttle is available from the Metro station just a block away. The option of flextime or telework is also available to qualifying staff with manager approval. To help spread the word about commuter benefits, United Therapeutics invites SmartBenefits coordinators to attend an annual Health & Wellness Fair and offers displays of information across company bulletin boards. United Therapeutics utilizes Facebook's "Workplace" to distribute real-time alerts and relevant transit and commuting links. Screens in two buildings display, up to the minute,

transportation information and commuting options such as MTA and Montgomery County Ride On buses, Metrorail, MARC, Bikeshare and Uber, as well as current weather forecasts. United Therapeutics' cafe & coffee bar houses brochures and information from Montgomery County Commuter Services and Commuter Connections regarding various commuting modes. Regional and local special events such as Bike to Work Day, Car Free Day, and the Walk & Ride Challenge are also promoted to staff. United Therapeutics commuter marketing programs have helped reduce employee vehicle miles by 242,200 and save an estimated 11,009 gallons of gasoline annually.

TELEWORK AWARD

[ANA Enterprise](#), Silver Spring, MD

The ANA Enterprise strives for excellence in practice to ensure the voices and vision of nurses are recognized by policy leaders, industry influencers, and employers. From professional development and advocacy to credentialing and grants, ANA Enterprise is the leading resource for nurses to equip themselves with the tools, information, and networks they need to excel in their individual practices. Of 262 employees in the metropolitan Washington region, 232 employees (88.5 percent) telework, most at least once a week. ANA Enterprise equips employees with laptops and offers the opportunity to use flextime schedules to commute before and after the organization's standard business hours of 9:00 AM to 5:00 PM. Employees may begin as early as 6:30 AM and end workdays as late as 7:00 PM. Compressed work schedules are also made available, empowering employees to work longer hours and fewer days per week. Approximately 234 employees (89 percent) participate in work schedule alternatives, which have saved the organization 11 percent in real estate costs. ANA Enterprise employees are provided SmarTrip and Flexible Spending Accounts to help them save money on their daily commute. This allows employees to pay for qualified commuting expenses using pre-tax dollars. Bike racks are provided, and employees have access to Capital Bikeshare stations within the surrounding blocks. ANA Enterprise's telework and work schedule alternatives programs have helped reduce employee vehicle miles by 832,000 and save an estimated 54,458 gallons of gasoline annually.

Commuter Connections partners with employers throughout the Washington, DC region to promote, educate, and formulate transportation solutions that

help reduce gasoline consumption, improve traffic mobility, and direct initiatives to strengthen the region's quality of life. With free assistance from Commuter Connections, employers can provide a variety of commuter options from transit subsidies, bicycling, telework, and alternative work schedule and ridesharing programs.

MORE: [Commuter Connections Employers Awards](#)

CONTACT:

Janele Partman: jpartman@mwkog.org, (240) 595-3656

Rachel Adler: radler@asc-pr.com, (914) 821-5100

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG). Commuter Connections promotes bicycling to work, ridesharing, and other alternatives to drive alone commuting; provides ridematching for carpools and vanpools; and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia, and the U.S. Departments of Transportation.



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Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300, Washington, DC 20002



MEMORANDUM

TO: National Capital Region Transportation Planning Board
FROM: Nicholas Ramfos, Director, Transportation Operations Programs
SUBJECT: Federal Transit Administration's Innovative Coordinated Access and Mobility (ICAM - Mobility for All) Pilot Program Grant Award
DATE: July 16, 2020

On November 1, 2019, The Federal Transit Administration (FTA) announced the opportunity to apply for approximately \$3.5 million in Fiscal Year (FY) 2020 funds nationally under the Innovative Coordinated Access and Mobility (ICAM - Mobility for All) pilot program; (Catalog of Federal Domestic Assistance number: 20.513).

This funding opportunity seeks to improve mobility options through employing innovative coordination of transportation strategies and building partnerships to enhance mobility and access to vital community services for older adults, individuals with disabilities, and people of low income.

COG/TPB staff submitted a \$189,000 grant application on January 6, 2020 titled "Rides to Health." The Rides to Health pilot project proposal outlined the development of a technology platform which will integrate and synchronize transportation services to/from dialysis centers for underserved populations. The need to identify and provide greater mobility flexibility and access to dialysis centers has been documented in the Coordinated Human Service Transportation Plan for the National Capital Region.

On June 5, 2020, COG/TPB staff [was notified](#) that it had been one of 17 projects nationally that had been awarded a ICAM - Mobility for All Pilot program grant for the full grant dollar application amount; \$151,200 (80%) of the grant award will be federal, and the remaining \$37,800 (20%) will be a local match provided by IT Curves, a private entity and grant subrecipient tasked with the development and deployment of the technology service platform. COG's responsibilities will be to develop and submit an application in TrAMS, FTA's grants management system, manage and implement the grant, file Quarterly Milestone Progress Reports and Federal Financial Reports, review and approve invoices, and make drawdowns and reimburse the subrecipient for the 18-month period of the award.

NEXT STEPS

The COG Board was asked to approve the receipt and expenditure of the grant funds at its July 8, 2020 Board meeting. The TPB will be asked to approve the designation of TPB, with COG as its administrative agent, as the Designated Recipient of the Innovative Coordinated Access and Mobility (ICAM - Mobility for All) Pilot Program Grant Award at its September 16, 2020 meeting.

COG/TPB staff will complete an application in TrAMS to receive the funds from FTA and contract with the subrecipient (IT Curves) to manage the award.



MEMORANDUM

TO: National Capital Region Transportation Planning Board
FROM: Nicholas Ramfos, Director, Transportation Operations Programs
SUBJECT: Federal Highway Administration's Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) Initiative Grant Award
DATE: July 16, 2020

The FAST Act established the ATCMTD program to make competitive grants for the development of model deployment sites for large scale installation and operation of advanced transportation technologies to improve safety, efficiency, system performance, and infrastructure return on investment. Each Fiscal Year, 2016 through FY 2020, \$60 million is authorized and the Federal share for each project may be up to 50 percent of the cost of the project.

On June 6, 2019, The Federal Highway Administration (FHWA) announced the opportunity to apply for approximately \$12 million in Fiscal Year (FY) 2020 funds nationally under the Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) Initiative Grant Award; (Catalog of Federal Domestic Assistance number: 20.200 - Highway Research and Development Program).

COG/TPB staff submitted a \$5.95 million grant application on August 5, 2019 titled "Deployment of Personalized and Dynamic Travel Demand Management Technology in the Washington, D.C.-Baltimore, MD-Richmond, VA Megaregion." The project will seek to accomplish the following: (1) leverage the best available technology to maximize the cost-effectiveness of a megaregion Transportation Demand Management (TDM) program; (2) integrate and expand existing TDM programs through a shared technology platform with public and private sector partners; (3) provide personalized, timely and accurate travel information to all residents, businesses, and visitors in the proposed service area; and (4) enhance multimodal transportation access and system performance for all user groups.

In collaboration with state and local governments in the District of Columbia, Maryland, and Virginia, the private sector represented by the Greater Washington Partnership (GWP), more than 8,000 existing employer partners, and the University of Maryland (UMD), this ATCMTD project will leverage the latest advances in real-time big data, artificial intelligence, and advanced computing technologies to deliver personalized and dynamic traveler incentives and to implement a first-in-the-nation, coordinated TDM deployment in an entire megaregion covering three metropolitan areas: the DMV megaregion of Washington, D.C., Baltimore, MD, and Richmond, VA metropolitan areas and surrounding rural counties in D.C., DE, MD, PA, VA, and WV.

On June 16, 2020, COG/TPB staff [was notified](#) that it had been one of 10 projects nationally that had been awarded a ATCMTD program grant for the full grant dollar application amount; \$2.97 million (50%) of the grant award will be federal, and the remaining \$2.97 million (50%) will be a local match provided by the project partners (Commuter Connections funding agencies, UMD, and GWP) tasked with the development and deployment of the technology service platform. COG's responsibilities will be to work with FHWA on executing a direct Cooperative Agreement to manage

and implement the grant, executing agreements/MOU's or amending the CCWP with the project partners as needed, filing progress and financial reports, reviewing and approving invoices, and handling all financial aspects of the grant during the three year grant period.

NEXT STEPS

The COG Board will be asked to approve the receipt and expenditure of the ATCMTD grant funds at its August 12, 2020 Board meeting. The TPB will be asked to approve the ATCMTD grant award, with COG as its administrative agent, at its September 16, 2020 meeting.



MEMORANDUM

TO: Transportation Planning Board
FROM: John Swanson, TPB Transportation Planner
Stacy Cook, TPB Transportation Planner
SUBJECT: Advance Notice: Upcoming Public Opinion Survey for Visualize 2045 Update
DATE: July 16, 2020

TPB staff is planning to develop and conduct a region-wide public opinion survey over the next four months, that will examine broad challenges and opportunities related to regional transportation. The survey will be statistically significant. It will provide input for a range of TPB planning activities, including the 2022 update to Visualize 2045, the region's long-range transportation plan. Consultant support has been secured to assist with the survey's design, implementation, and analysis.

The survey is expected to seek detailed input on the following broad questions: What transportation lessons have we learned from the global quarantine? What do we want our transportation future to look like and how should it reflect our community values? In addition to continuing concerns about public health, how should we be thinking about and preparing for other external forces, such as climate change and new technologies? In addition to quantitative input obtained through the survey, staff plans to conduct qualitative research as part of the Visualize 2045 update to obtain a more complete and nuanced understanding of public attitudes about these questions.

Staff will provide more extensive information about the survey to the TPB later this fall. However, we are informing the board now about this project simply to provide advance notice that it will be forthcoming. We anticipate the survey will begin contacting randomly selected participants at the beginning of September, and there is a possibility that citizens who are being asked to participate in the survey might contact board members about it.

For more information, please contact:

- John Swanson, jswanson@mwkog.org
- Stacy Cook, scook@mwkog.org