

PUBLIC ADVISORY COMMITTEE

Wednesday, June 7, 2017
Baltimore Metropolitan Council
5:41 to 7:34 P.M.

MINUTES

Ms. Angela Jones, PAC Vice Chair, called the meeting to order at 5:41 P.M. The following guests introduced themselves: Ms. Heather Martin, Maryland Transit Administration; Mr. Chris Witt, Maryland Department of Transportation; as well as Ms. Mandy Arnold and Ms. April Stup of Partners in Care introduced themselves as replacements for Mr. Kevin Engler.

1. PRESENTATION: PUBLIC TRANSPORTATION CHOICE ATTITUDES AND BEHAVIORS SURVEY

Mr. Charles Baber briefed the PAC on the recently completed Public Transportation Choice Study: Attitudes and Behavior of Baltimore Area Residents with Access to Transit. At the request of BMC, WBA Research (WBA) developed a comprehensive web/telephone survey to assess the attitudes and behaviors of Baltimore area residents towards public transportation and other travel options.

The study provides additional market information to locally operated transit systems (LOTS) that are currently writing their five-year Transportation Development Plans (TDP) and supports ongoing local projects such as MTA's urban core and Commuter Bus network redesign (BaltimoreLink). A total of 1,205 interviews were conducted between November 2016 and January 2017.

Based on the survey, one-third (34%) of commuters currently use or would consider using transit. This number is somewhat consistent across jurisdictions, although the Urban Core (Baltimore City and Baltimore County) is particularly high (41%), while Carroll County is particularly low (19%). A similar proportion would consider transit for personal trips (28%).

The main reasons offered for not using transit to commute are cost (22%), length of trip (20%), and proximity to stops/stations (13%). The findings for personal travel were similar: proximity to stops/stations (22%), cost (17%), and convenience/ease (16%). Some reasons cited, such as cost, reliable/dependable service, and safety, may be issues of perception rather than reality.

WBA used a two-step clustering analysis to identify five market segments, each representing a share of the Baltimore area transit market. Road Worriers (19%), Urban Trippers (19%) and the Retired But Ready (32%) segment are open to considering transit, while Car Commandos (17%) and Carmudgeons (14%) are committed to driving.

Across the region, these market segments are spread unequally: Road Worriers represent 31% and 28% of Howard County and Anne Arundel County residents, respectively. Urban Trippers are found

mostly in Baltimore City (17%), Harford County (15%), and Annapolis (15%). The Retired But Ready segment represents 42%, and Car Commandos make up 29%, of Carroll County residents. Carmudgeons represent 20% of Annapolis residents.

WBA also offered recommendations for BMC and for the LOTS agencies. BMC: 1) Engage in regional educational initiatives to promote the existence and availability of transit, 2) Launch targeted marketing campaigns to promote transit as a viable option for all residents of the region, and 3) Investigate the potential of flexible or demand responsive feeder service. LOTS: 1) Continually perform outreach to promote systems; educate on how to use the system, 2) Engage in targeted marketing or outreach, and 3) Consider technological investments, especially real-time information.

[Presentation: [Public Transit Attitudes and Behavior Survey, WBA Research and Foursquare Integrated Transportation Planning](#)]

2. PRESENTATION: 2018-2012 TRANSPORTATION IMPROVEMENT PROGRAM (TIP) AND AIR QUALITY CONFORMITY DETERMINATION

Mr. Zach Kaufman shared [highlights of the draft 2018-2021 TIP and Air Quality Conformity Determination](#). Following the presentation, the PAC discussed and approved PAC Resolution #2017-02 with comments on the TIP. The PAC comments raise concern that although the TIP provides project-by-project information, it does not offer analysis of how those projects, either individually or as a comprehensive network, improve outcomes for residents. Essentially, what will the region get for spending this money? Will more people have access to jobs? Will commute times decrease? Will mode share change? In addition, the PAC recommends that Project Categories be broken down to “Transit Preservation” and “Transit Capacity”, just as highways are (pages 66 and 67).

[PAC Resolution #2017-02: Comments on the 2018-2021 Transportation Improvement Program]

3. SUBCOMMITTEE UPDATES & CURRENT ACTION ITEMS

- **Public Involvement** – Ms. Beth Wiseman reported that the Subcommittee met before the meeting to continue development of an event plan for a PAC sponsored Leadership Academy. The PAC would utilize the model outlined in the [USDOT Everyplace Counts Leadership Academy](#), which several PAC members participated in during 2016. The goal of a PAC Leadership Academy is to increase the range of people who are aware of the BRTB and involved in transportation advocacy.
- **Policy and Legislation** – Mr. Mark Lotz reported the group met and discussed the [proposal to add Queen Anne’s county to the BRTB as a voting member](#). The PAC supported the decision to add Queen Anne’s County; however, a number of members had concerns about such a small portion of the region’s population having the same vote as jurisdictions with much higher population density. The PAC approved a resolution in support of adding Queen Anne's County, with a recommendation the BRTB review how other MPO’s are structured and conduct weighted voting.

[PAC Resolution #2017-03: Comments on Queen Anne’s County Voting Membership]

- **Equity** – Mr. Jed Weeks reported that the May 15 Subcommittee meeting featured a presentation on the Vulnerable Populations Index (VPI) tool by BMC staff. The committee will finalize comments on the VPI and its collaborative definition of equity at its June 19 meeting.

4. MAXIMIZE2045 UPDATE

Mr. Terry Freeland reported that the process to develop *Maximize2045: A Performance-Based Transportation Plan*, the next Long-Range Transportation Plan for the Baltimore region continues.

The next step is to review performance measures and targets this summer. FHWA has issued the last of the final performance measure rules (except for the one covering on-road mobile source emissions; that is still being determined). Over the next several months, MDOT will set the statewide performance measures and targets based on the final rules, and BMC will coordinate with MDOT and the BRTB to determine if the region wishes to accept the statewide measures and targets or develop its own measures and targets for one or more categories.

In addition, BMC provided options to the Technical Committee for potential scenario planning activities as part of the development of *Maximize2045*. These options include: 1) continuing the exploratory scenario planning efforts undertaken during the development of the 2015 plan; 2) following the approach recommended by the PAC; 3) following an approach that other MPOs have used to analyze the possible effects on performance of various investment scenarios (e.g., preservation emphasis, transit emphasis, etc.); or 4) combining one or more of these approaches. Staff expects to bring this matter up again for discussion with the Technical Committee in September 2017.

Finally, BMC has been in touch with MDOT about the development of the financial forecast for *Maximize2045*. MDOT is working on this forecast and should have something soon.

5. APPROVAL OF MINUTES

The PAC approved the [February](#), [March](#) and [April 2017](#) meeting minutes.

6. OTHER BUSINESS

Staff and PAC members made the following announcements:

- **BRTB Meetings** – The [May 23 BRTB meeting](#) featured BRTB Resolution #17-21 approving the Federal Functional Classification of roadways in the Baltimore region and a presentation by the Maryland Traffic Records Coordinating Committee (TRCC) about the various traffic safety data resources they have and the work they are doing on performance measures and local Strategic Highway Safety Plans (SHSPs). In addition, MDOT shared information about the work it's doing to convene a Roundtable of Metropolitan Planning Organizations (MPOs) in the state. Minutes and a list of upcoming events are online at baltometro.org.
- **Upcoming Meetings** – PAC members discussed moving the July meeting to July 12th due to the Independence Day holiday.

The meeting adjourned at 7:34 P.M.

ATTENDANCE

Members

Mandy Arnold – Partners in Care

Lindsey Bishop – Resident, Baltimore City

Attended by phone

Chris Costello – Transportation Association of Maryland

William Cowan – South Baltimore Neighborhood Association

Michael Davis – Resident, Carroll County

Benjamin Gilardi – Resident, Baltimore City

Mark Howard – Resident, Baltimore County

Proxy designated by: Rita Ossiander

Angela Jones – Resident, Baltimore County

Proxy designated by: Eric Norton

Paul Kowzan – Broadway Area Business Association

Dick Ladd – Resident, Anne Arundel County

Mark Lotz – Resident, Harford County

Derrick Sexton – Resident, Baltimore City

April Stup – Partners in Care

Zack Vacovsky – Resident, Baltimore City

Paul Verchinski – Howard County Citizens Association (HCCA)

Jed Weeks – Bikemore

Jennifer Weeks – Resident, Baltimore County

Beth Wiseman – Baltimore County Association of Senior Citizens Organizations

Staff and Guests

Charles Baber – Baltimore Metropolitan Council (BMC)

Terry Freeland – BMC

Monica B. Haines Benkhedda – BMC

Zach Kaufman – BMC

Heather Martin – Maryland Transit Administration

Chris Witt – Maryland Department of Transportation