

PUBLIC INVOLVEMENT REPORT

JUNE 2023

★ CLOSED COMMENT PERIODS ★

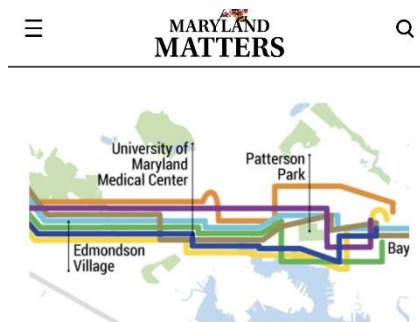
We just concluded a comment period on draft plans for over \$74 billion in transportation investments in the region. We sought comment on our draft long-range transportation plan *Resilience 2050: Adapting to the Challenges of Tomorrow*, the short-range *2024-2027 Transportation Improvement Program* and associated Air Quality Conformity Determination. The comment period opened Wednesday, May 17 and closed Tuesday, June 20.



Paid promotion of the comment period included a total of \$10,315 across 13 print, radio and digital outlets in the region, including Spanish-language print and digital ads. The digital ads alone earned a minimum of 166,000 impressions. Combining reach estimates across outlets and modes suggests a potential total of more than a million impressions through paid promotion during the comment period. Additionally, a social media campaign across BMC's Twitter, Facebook, Instagram and LinkedIn earned 9,200 impressions. Earned media included coverage from WBAL, WYPR's *On The Record*, *Maryland Matters* and other outlets, as well as a *Baltimore Sun* op-ed from Anne Arundel County Executive Steuart Pittman, BRTB Chair, and Howard County Executive Calvin Ball, BMC Board Chair.



How's your highway commute? Or – does your bus arrive on time? Is there enough room? The Baltimore Regional Transportation Board has a new plan called 'Resilience 2050: Adapting to the Challenges of Tomorrow,' and wants to know what users think about it. We talk with



Long-range plan contemplates nearly \$4 billion for Baltimore region transit corridors



OP-ED

A \$70 billion plan for transportation in the Baltimore region | GUEST COMMENTARY

By Calvin Ball and Steuart Pittman
For The Baltimore Sun
Jun 13, 2023 at 6:06 am



Resilience 2050
Addressing Future Challenges & Opportunities

\$74 billion
for transportation
in the Baltimore region

YOUR VOICE MATTERS

LEARN MORE

OUR REGION IS GROWING
THESE INVESTMENTS WILL HELP OUR
TRANSPORTATION SYSTEM KEEP UP

WE WANT TO HEAR FROM YOU!

Join us for a virtual meeting on **Wednesday, May 24 at 12 p.m.**,
or join any of our in-person meetings around the region:

- Westminster:** 275 N. Center Street, Wednesday, May 31 at 6 p.m.
- Bel Air:** 220 S. Main Street, Monday, June 5 at 6 p.m.
- Glen Burnie:** 7480 Baltimore Annapolis Boulevard, Tuesday, June 6 at 6 p.m.
- Towson:** 320 York Road, Wednesday, June 7 at 5 p.m.
- Stevensville:** 891 Love Point Road, Thursday, June 8 at 5 p.m.
- Baltimore:** 101 N. Gay Street, Monday, June 12 at 6 p.m.
- Ellicott City:** 3430 Court House Drive, Thursday, June 15 at 6 p.m.

BALTIMORE METROPOLITAN COUNCIL **BRTB**

Example of a print ad placement (1/8 page in the 5/21 *Baltimore Sun*):

Examples of digital ad placements:

Resilience 2050
Addressing Future Challenges & Opportunities

\$74 billion for transportation
in the Baltimore region

Curious to learn more? We want to hear from you! Click to learn how to comment!

BALTIMORE METROPOLITAN COUNCIL **BRTB**

Resilience 2050
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BALTIMORE METROPOLITAN COUNCIL **BRTB**

We received most feedback through our PublicInput project page, which netted over 4,800 views. Nearly 170 participants, including individuals representing wider organizations or coalitions, shared 125 comments. We also hosted a virtual meeting as well as in-person meetings in Westminster, Bel Air, Glen Burnie, Towson, Stevensville, Baltimore and Ellicott City to discuss the plans in more depth, answer questions and engage in discussion on the drafts.



Analysis of the comments reflects positive sentiment toward investments in transit, bicycle and pedestrian infrastructure, and negative sentiment toward investments in roadways. Another significant object of negative sentiment is air quality and climate change, often connected directly to implications of roadway expenditure. Few if any comments reflect positive sentiment toward roadway spending, or negative sentiment toward transit.

We will post responses to comments before our next BRTB meeting.

[See the archived project page at publicinput.com/Resilience2050](https://publicinput.com/Resilience2050)