



The Baltimore Metropolitan Council's

COG QUARTERLY

September 2018 / Volume III, Issue IV



Photo courtesy of Baltimore County

pg **14**

AGING REIMAGINED

In a region made up of approximately 2.7 million residents, Baby Boomers comprise a substantial portion of the population. This fierce and fiery generation is at an interesting crossroads, which makes planning for their needs – both current and future – a challenge for the jurisdictions in the Baltimore region.

pg **02**

FREIGHTLINER FEVER

Better freight planning means connecting with planners from across the Atlantic Ocean to share best practices. BMC hosted a delegation of European freight planners for a day.

pg **04**

MEET THE PRIMES

The Baltimore Regional Cooperative Purchasing Committee and Baltimore County bring together hundreds of small- and minority-owned businesses to network on October 17.

pg **10**

DASHBOARD PROFESSIONAL

BMC launches a new data platform with visual mapping to make it easier for users to see where traffic congestion occurs around the region.

Table of Contents

LETTER FROM THE EXECUTIVE DIRECTOR 01

IN THE NEWS

Freight 02

Housing 03

Cooperative Purchasing 04

Air Quality 05

Bicycle/Pedestrian 06

BMC Staff News 07

Chesapeake Connect 08

MAPPIN' IT 10

LEADING LOCALLY 12

REGIONAL ROUNDUP 13

COVER STORY 14

PUBLIC INVOLVEMENT 18

CLICK TO YOUR HEART'S CONTENT!

COG Quarterly is an interactive digital magazine of BMC. Blue text and contains hyperlinks to more information, so click away!

WE WANT TO HEAR FROM YOU!

Please email staff at COGquarterly@baltometro.org with any questions, comments or story ideas. For more information about BMC, visit www.baltometro.org.

CONNECT WITH US!

We're very active social media and want you to be a part of the fun. Follow us!



Board of Directors

STEVEN R. SCHUH
ANNE ARUNDEL COUNTY EXECUTIVE
(BMC CHAIR)

CATHERINE E. PUGH
BALTIMORE CITY MAYOR
(BMC VICE-CHAIR)

DONALD I. MOHLER
BALTIMORE COUNTY EXECUTIVE

STEPHEN WANTZ
CARROLL COUNTY BOARD OF COMMISSIONERS

BARRY GLASSMAN
HARFORD COUNTY EXECUTIVE

ALLAN H. KITTLEMAN
HOWARD COUNTY EXECUTIVE

JAMES J. MORAN
QUEEN ANNE'S COUNTY BOARD OF COMMISSIONERS

WILLIAM C. FERGUSON
MARYLAND STATE SENATOR, D-46

STEPHEN W. LAFFERTY
MARYLAND STATE DELEGATE, D-42A

J. THOMAS SADOWSKI
UNIVERSITY SYSTEM OF MARYLAND

Letter from the Executive Director



We're casting a wide net - from New Orleans to across the Atlantic Ocean - to learn best practices and collaborate

By 2030, all of the Baby Boomers – those born between 1946 and 1964 – will be ages 65 or older. The [U.S. Census Bureau](#) points out that they'll outnumber children for the first time in U.S. history.

While 2030 may seem like a long time from now, it's only 12 years away, and will be here before we know it.

Our cover story, "Aging Reimagined," highlights the efforts underway throughout the Baltimore region to meet the current and future needs of this rapidly maturing population. What we found is that collaboration is key between federal, state and local government, as well as nonprofits (the Baltimore Metropolitan Council included) and even volunteers to provide Baby Boomers with transportation, housing and job opportunities to enhance their quality of life.

This issue of *COG Quarterly* also takes a look at other connections that BMC is making throughout the region and across the Atlantic Ocean – whether it's the 2018 International Urban Freight Peer Exchange or the 10th annual Meet the Primes networking event for small- and minority-owned businesses.

In addition, it was a busy summer for BMC. We both launched a monthly cycling event to explore our region's trails, and empowered more than 60 residents by giving them the tools to make a difference in our region's transportation planning process.

We're packing our bags once again for the second Chesapeake Connect trip in November. This time, we're headed to New Orleans to learn about the challenges and successes of the Big Easy post-Hurricane Katrina.

Finally - believe it or not - this is our twelfth issue of *COG Quarterly* in three short years. We want to make sure that we're providing you, the reader, with interesting, relevant content. So please take a quick few minutes to complete our [reader feedback survey](#).

Thank you for reading our magazine. We look forward to hearing your thoughts on how we can make it even better.

Sincerely,

Michael B. Kelly
BMC Executive Director

BMC hosts European contingency for 2018 International Urban Freight Peer Exchange



Photo by BMC.

American and European freight professionals have come together for a three-day conference in Baltimore to address the challenges and solutions to the movement of goods.

The [Federal Highway Administration \(FHWA\)](#), in coordination with the [European Commission's Directorate General for Mobility and Transport \(DG-MOVE\)](#), hosted the [2018 International Urban Freight Peer Exchange \(IPEX\)](#) in Baltimore, from September 10-12. IPEX brings together leaders in urban freight operations, research, and practice to discuss and exchange ideas and practical solutions for moving goods through urban areas.

The [Maryland Department of Transportation \(MDOT\)](#) and the Baltimore Regional Transportation Board (BRTB) provided support to the IPEX conference.

BMC's staff, on behalf of the BRTB, hosted a morning tour of the [Port of Baltimore](#) and an afternoon tour of [Tradepoint Atlantic](#) on Monday, September 10. In between, the BRTB provided lunch, while Michael B. Kelly, BMC executive director, welcomed the guests, and Regina Aris, BMC assistant transportation director, spoke about regional transportation issues.

The goal was to bring together visiting professionals from the European Commission and share best practices around two economic engines in the region.

Since 2014, FHWA and DG-MOVE have collaborated on a joint research and development effort focused on urban freight: the US-EC Twinning Initiative. Under this initiative, FHWA and DG-MOVE have convened American and European freight practitioners to provide mutually-informative opportunities for dialogue and information. Activities have included developing a webinar series, presenting at conferences, holding roundtables, and developing noteworthy practices.

The IPEX conference portion of the peer exchange, which took place on September 11 and 12, served as a catalyst for continued information exchange on improved urban freight mobility. Session topics addressed challenges and solutions for topics such as first- and last-mile deliveries, freight and land use, uses of alternative fuels for freight vehicles, and social, political, and economic trends affecting freight and logistics.

IPEX also serves as the catalyst for new partnerships that grow and strengthen an international community of freight practitioners.

Regional analysis will identify factors that impede access to fair housing opportunities



Photo by BMC.

Six local jurisdictions and five public housing authorities (PHAs) in the Baltimore area, will work with BMC to update the [2012 Regional Analysis of Impediments to Fair Housing Choice \(AI\)](#) during the next year.

This analysis is a federal housing requirement through the Fair Housing Act, which originally passed more than 50 years ago. The law requires the [U.S. Department of Housing and Urban Development \(HUD\)](#) to administer its programs in a way that affirmatively furthers the policies of the law, in addition to prohibiting discrimination based on race, color, religion, national origin, sex, disability, and family status. HUD then passes that requirement on to each jurisdiction that receives its federal funding.

In 1968, Congress decided that merely halting discrimination was not enough to address the harm done by [Federal Housing Administration \(FHA\)](#) policy for decades prior.

A 2015 rule from HUD, based on many court rulings under the Fair Housing Act, states that affirmatively furthering fair housing goes beyond combating discrimination - stakeholders must take meaningful actions that overcome patterns of segregation and foster inclusive communities, free from barriers that restrict access to opportunity based on protected characteristics.

FOR MORE INFORMATION ABOUT UPDATES TO THE REGIONAL ANALYSIS OF IMPEDIMENTS TO FAIR HOUSING CHOICE, CONTACT DAN PONTIOUS, BMC HOUSING POLICY COORDINATOR, AT DPONTIOUS@BALTOMETRO.ORG.

Local governments and PHAs will work with BMC and interested stakeholders in the region to analyze: demographic data, access to quality education, safe and healthy communities, employment, and public programs and policies that may influence these dynamics. The collaboration will also look at any evidence of ongoing housing-related discrimination.

BMC and the local agencies are in the process of hiring a consultant to help with the data analysis, outreach, and writing of the report. The process is scheduled to begin in October 2018 and conclude in September 2019. It will include opportunities for public input, which BMC will promote along with its progress. Local governments and PHAs will then incorporate action steps from the AI into their five-year plans for using federal housing funds that start July 1, 2020.

Cooperative Purchasing

Inaugural forum aims to draw in procurement officials interested in sustainable programs

The [Baltimore Regional Cooperative Purchasing Committee \(BRCPC\)](#) and [Mid-Atlantic Purchasing Team \(MAP-T\)](#) will host the inaugural [Sustainable Purchasing Forum and Vendor Exposition](#) on **Tuesday, September 25**, at the Doubletree in Columbia, Maryland.

The event will include exhibition space for a variety of sustainable vendors, as well as three panel discussions covering the topics: "Making Sustainability Work," "Sustainable Energy," and "Sustainable Contract Language and Specifications." Presenters come from organizations such as Green Seal, the nonprofit environmental standard development and certification organization, that drives sustainability innovation within federal and local government.

The event's intent is to provide support for government and other large entities starting a sustainable purchasing program and/or those taking their program to the next level.

Elected officials, procurement, energy managers, sustainability managers, environmental managers, category managers, public works managers, administrators, schools, colleges, hospitals, and nonprofits are all encouraged to attend.

Registration is available through [Eventbrite](#). Green/Sustainable vendors interested in participating in this event should contact Steve Greenspan, Federal Direct Access Expositions, at 703-625-6420.

SEPT 25

VENDORS WANTED!

Interested green/sustainable vendors interested in participating should contact Steve Greenspan, of Federal Direct Access Expositions, at 703-625-6420.

After 10 years, Meet the Primes continues to promote small, minority business networking

BMC and [Baltimore County](#) will co-host the tenth annual [Meet the Primes](#) networking event, which connects small- and minority-owned businesses with prime contract bidders, on **Wednesday, October 17**. The event will take place from 8 a.m. until noon at the Maryland State Fairgrounds in the Exhibition Hall, located at 2200 York Road in Timonium.

The event is free and open to those interested, though registration is encouraged. Those who register by Monday, October 8, will appear in the program book.

Meet the Primes is a great stepping stone for small- and minority-owned businesses to make connections, find work and grow. The prime bidders who will attend

the event represent millions of dollars in annual contracts for many industries in the Baltimore region.

More than 300 people from small- and minority-owned businesses are anticipated to register. Likewise, more than 100 exhibitors from government, public education, private companies and other entities will be there to make connections.

Registration for one-on-one meetings between small business owners and government agencies and/or prime companies also will begin on **Monday, October 8**. The intent of the five-minute one-on-one meetings is to provide small business owners with exclusive time to discuss products and services with procurement

officials/buyers/decision makers. Those interested should review the one-on-one meeting schedule on the registration page and email requests to events@mwmca.org.

Meet the Primes is made possible through the partnership between BRCPC, Baltimore County, Baltimore County Public Schools, Baltimore County Public Library, the Community College of Baltimore County, Baltimore City, the City of Annapolis, the Metropolitan Washington Council of Governments, and Anne Arundel, Carroll, Harford, Howard, Montgomery, Prince George's and Wicomico counties.

For more information, contact Robert Ball at rball@bcps.org; or contact Carla Tucker at ctucker@baltimorecountymd.gov.

Air Quality

Baltimore region experienced a dozen poor air quality days in 2018

The number of poor air quality days in the Baltimore region increased by two from 2017 to 2018 during the spring and summer months.

There are several days each year when air quality is poor, despite a dramatic improvement during the last 20 years. From April through August 2018 – the time when ground-level ozone becomes a problem – the Baltimore region experienced 12 poor air quality days.

Ground-level ozone forms during the summer months, when emissions from a number of sources cook under the hot sun. Ozone pollution presents serious health risks, especially to children, older adults, and people with chronic medical conditions. On days when pollution levels are particularly high, even healthy adults may become ill.

Poor air quality days occur when ozone reading levels are higher than the [National Ambient Air Quality Standards \(NAAQS\)](#). On these days when air pollution is a concern, BMC, the [Maryland Department of the Environment \(MDE\)](#) and [Clean Air Partners](#) encourage people to take actions to protect their health and reduce pollution-causing activities.

The first step is to become informed. These actions are simple and usually require little sacrifice, but they can have a larger effect on the region's air quality.

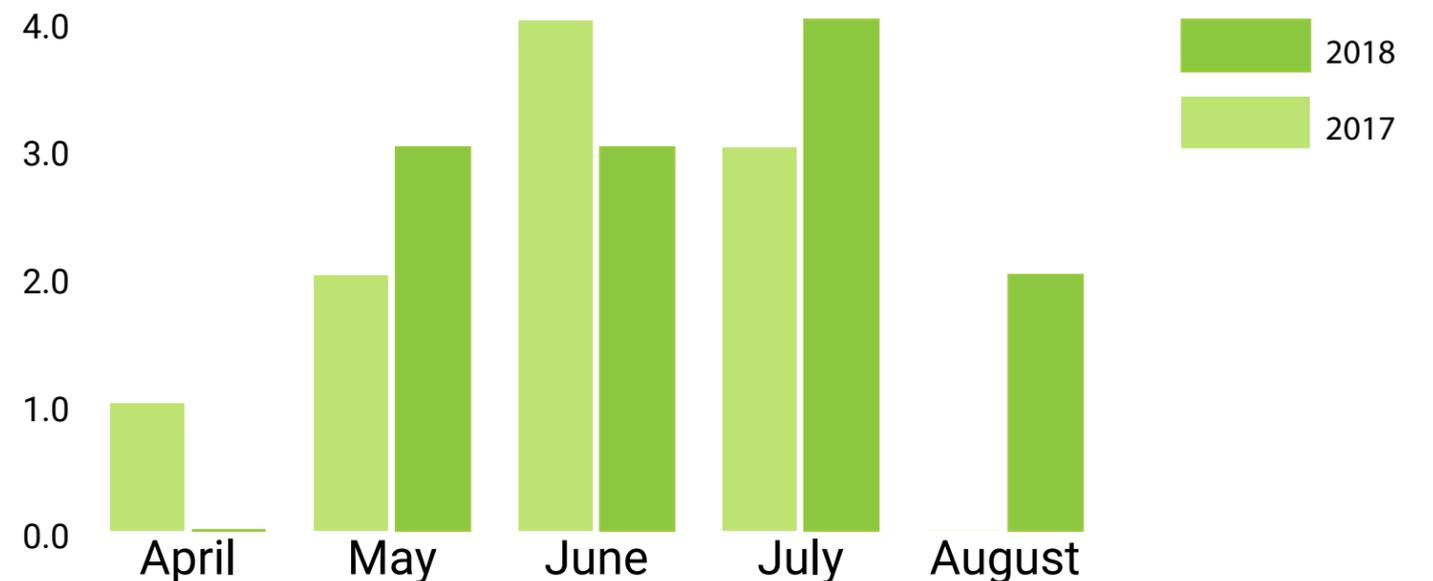
BMC is a Clean Air Partners founding member, and continues to help develop and support its activities. MDE and Clean Air Partners devised a color-coded forecast and action guide for air quality awareness:

- Code Green (Good) Enjoy outdoor activities!
- Code Yellow (Moderate) Limit driving!
- Code Orange (Unhealthy for Sensitive Groups) Children and adults with chronic illness should limit outdoor activities. Everyone should consider riding transit!
- Code Red (Unhealthy) Everyone limit outdoor activities and drive less!
- Code Purple (Very unhealthy) Everyone avoid outdoor physical activities!

To learn more about air pollution in the region as well as Clean Air Partners' Breathe Easy Campaign, visit cleanairpartners.net.



POOR OZONE AIR QUALITY DAYS (2017 COMPARED TO 2018)



IN THE NEWS

Bicycle / Pedestrian

BMC launches monthly small group trail ride event throughout the Baltimore region

Miles of winding trails - perfect for outdoor summer recreation - are tucked away all around the Baltimore region.

This summer, BMC launched an inaugural monthly program to encourage cyclists to get out and onto the trails for small evening group rides. The goal is for the group - stakeholders from around the Baltimore region - to enjoy the scenery, learn a little about the trail, its history and its future, and do some team building.

For the first ride in June, the group explored the [Northern Central Trail \(NCR\)](#) in Baltimore County. The small and motivated group rode 20 miles, enjoying the trail, and conquering the heat and the flying bugs!

The July group rode along the [Gwynns Falls Trail](#), a day after 13 inches of rain fell on the region. While it was a picture-perfect day for a bike ride, cyclists faced real obstacles along the way, including water, mud and debris. Still, the cyclists' resilience was amazing, and the trail offered a great view of the [Edmondson Avenue Bridge reconstruction project](#) (lower right photo) currently underway.

The cyclists also hit the [Jones Falls Trail](#) in Baltimore City on a perfect summer afternoon in late August. Each of the group rides consisted of approximately half of a dozen cyclists.

The last trail ride of 2018 will take place on Thursday, September 20, 4:30-6:30 p.m. along the [Ma & Pa Heritage Trail's](#) Bel Air section.



SEPT 20

JOIN US FOR OUR NEXT TRAIL RIDE

4:30 to 6:30 p.m.
Ma & Pa Heritage Trail
Bel Air section
[R.S.V.P. today!](#)



Photos by BMC.

IN THE NEWS

Giving Back

Dunbar Brooks Education Foundation Empowerment Camp provides summer support to Turner Station students

From horseback riding to learning about Henrietta Lacks, children in Baltimore County's Turner Station learned about individuality and excellence through a tuition-free empowerment camp.

Approximately 20 students, grades 6 through 9, attended the fourth annual [Dunbar Brooks Education Foundation Empowerment Camp](#) on August 6-10 at the Sollers Point Multipurpose Center. The camp's mission is to recruit Baltimore County - and specifically Turner Station - students to understand his or her potential for excellence through education and exposure to new activities.

Brooks, a long-time BMC urban planner and education advocate known for his leadership, [passed away](#) in 2014. Cheryl Brooks, principal of Berkshire Elementary School and Brooks' daughter, runs the camp, which is the signature project of the Dunbar Brooks Education Foundation.

The foundation, which Cheryl Brooks and her mother, Edythe Brooks, founded shortly after his death, and its initiatives are

funded by grants and charitable donations. The empowerment camp has been offered to students each summer since 2015.

The campers are students from Dundalk High, Dundalk Middle, General John Stricker Middle, Holabird Middle, Middle River Middle, Loch Raven Academy, Patapsco High, High Roads, and Sparrows Point Middle and Sparrows Point High.

The 2018 camp guest speakers were [Verletta White, superintendent of Baltimore County Public Schools](#); and [Glenard S. Middleton, Sr., executive director of the American Federation of State, County and Municipal Employees \(AFSCME\)](#) Maryland Council 67 and president of Maryland Public Employees, Local 44. Middleton also is originally from Turner Station.



- Campers also went on several field trips to:
- [City Ranch, Inc.](#) for horseback riding and archery;
 - [Bowie State University](#) for a tour of Brooks' alma mater;
 - the [Swan Creek Wetlands/Cox Creek Dredged Material Containment Facility](#) for fish and bird identification;
 - the Turner Station History Center for a history lesson on Henrietta Lacks; and
 - the Sollers Point branch of the [Baltimore County Public Library](#) for an overview of the resources available to them.



Photos courtesy of Edyth and Cheryl Brooks.

IN THE NEWS

Chesapeake Connect

BMC packs Parkway Theatre for screening of Oscar-nominated "Knife Skills" documentary

Last year, BMC brought a delegation of the Baltimore region's leaders to Cleveland to experience a variety of economic and workforce development models. In November, BMC's 2018 Chesapeake Connect trip will head to New Orleans to learn about the rebirth of the Big Easy following Hurricane Katrina.

"The Cleveland trip encouraged us to continue to forge relationships with organizations in other regions who are doing similar work. New Orleans is a natural fit for our second Chesapeake Connect trip because it's a region that faces many of the same challenges as Baltimore," said Michael B. Kelly, BMC executive director. "We look forward to learning about how they address their challenges, and given the response from attendees of last year's trip, we expect an even larger and equally engaged delegation in November."

The group will explore themes around public education reform, policing, workforce development, hiring of disadvantaged populations, public market redevelopment, food as a center of culture, as well as the water economy, including post-flood recovery and resilience planning.

Kelly and others involved in the trip are hopeful that New Orleans will yield similar relationships as Cleveland, many of which the delegation has brought back to Baltimore.

For example, BMC drew a crowd of more than 150 to the [Parkway Theater](#) in Baltimore City for a screening of the Academy Award-nominated documentary, ["Knife Skills"](#) on Wednesday, May 30. Guests included regional workforce development professionals, business leaders, workers in training, and philanthropic partners.

"The screening was a great opportunity to reconnect with attendees from our trip to Cleveland as well as local colleagues," Kelly said. "This event created a platform to highlight local catering companies that are training returning citizens and talk about how we expand these programs to help more people in our region."

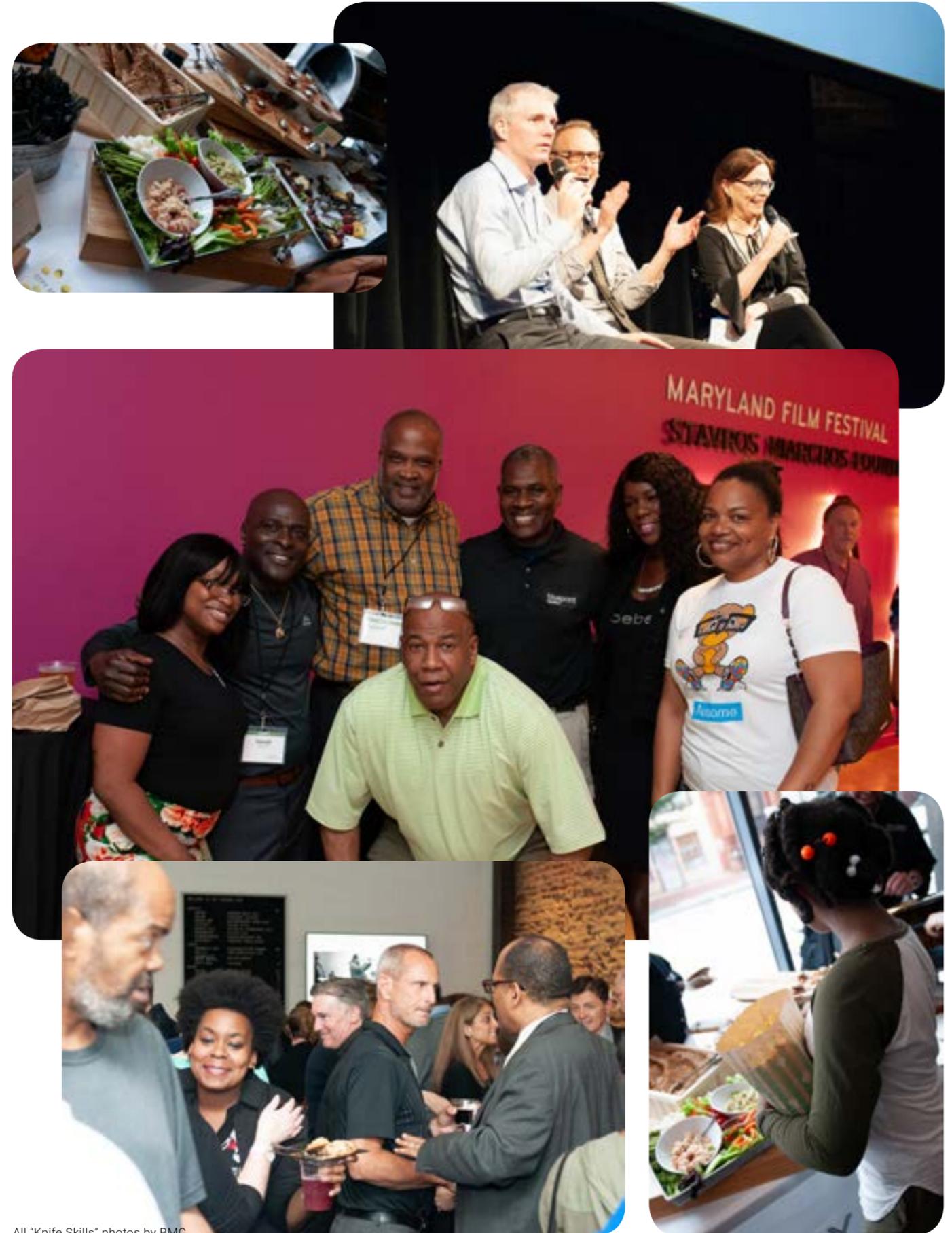


"Knife Skills" shares the story of [EDWINS Leadership & Restaurant Institute](#), a fine French restaurant that exclusively trains people returning from incarceration in culinary and food service skills.

In early November 2017, more than 40 Baltimore regional leaders joined BMC in Cleveland, Ohio for the inaugural Chesapeake Connect program, a three-day regional delegation learning tour. The highlight of the trip for many was their dining experience at EDWINS.

Guests of the screening enjoyed a delicious and eclectic array of light fare prepared by [Paul's Place](#), [City Seeds](#), and [Light House Bistro and B.E.S.T. Catering](#). Following the film, [Ann Hornaday](#), [movie critic for the Washington Post](#), moderated a Q&A session with EDWINS President and CEO Brandon Chrostowski and "Knife Skills" director Thomas Lennon.

Earlier in the day, BMC also hosted a meeting with a select group of local workforce development leaders to discuss the EDWINS model with Chrostowski and Lennon.

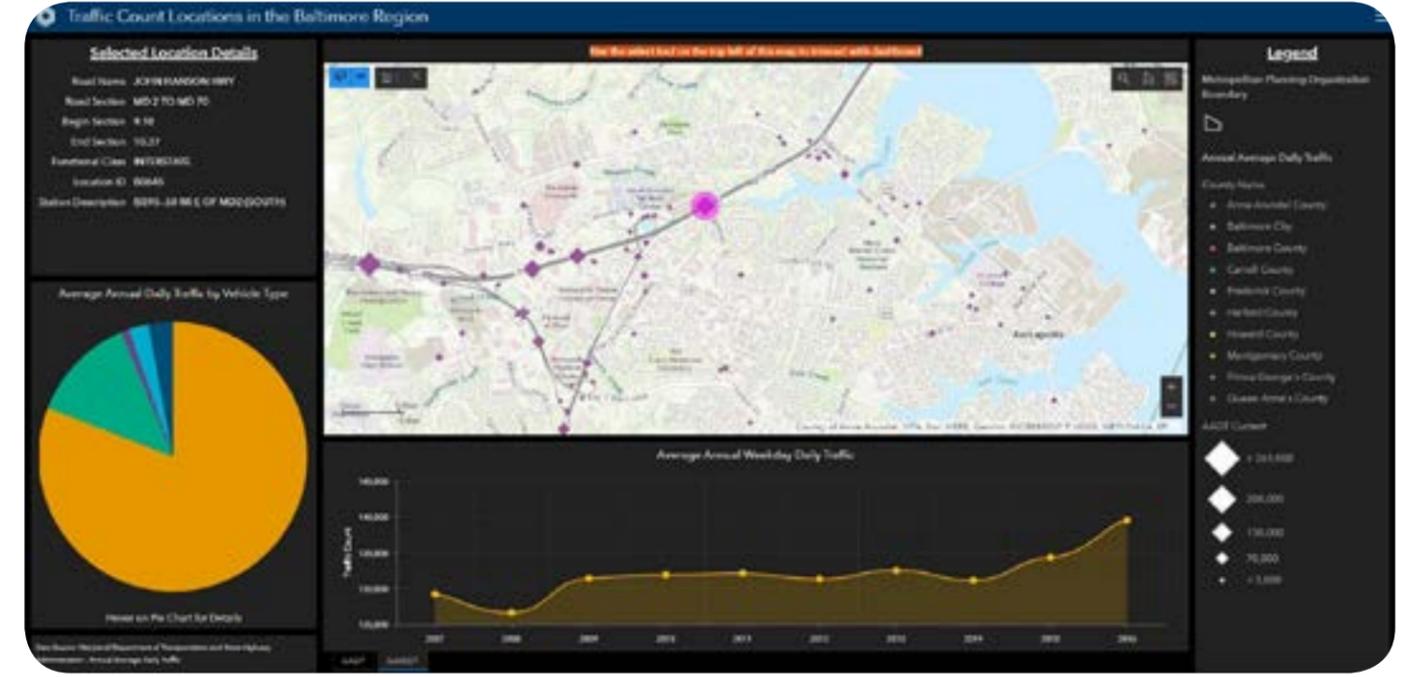


All "Knife Skills" photos by BMC.

MAPPIN' IT

Congestion Management

BMC to launch traffic count dashboard to aid in data comprehension



Approaching the issue of traffic congestion management requires systematic locational knowledge of where traffic occurs, and the volume on the roadways at any given time. In short, accurate data can be channeled into effective transportation planning, which means less drivers stuck bumper-to-bumper.

There are several ways in which BMC's staff gathers that data and shares it. One of those is through traffic counts.

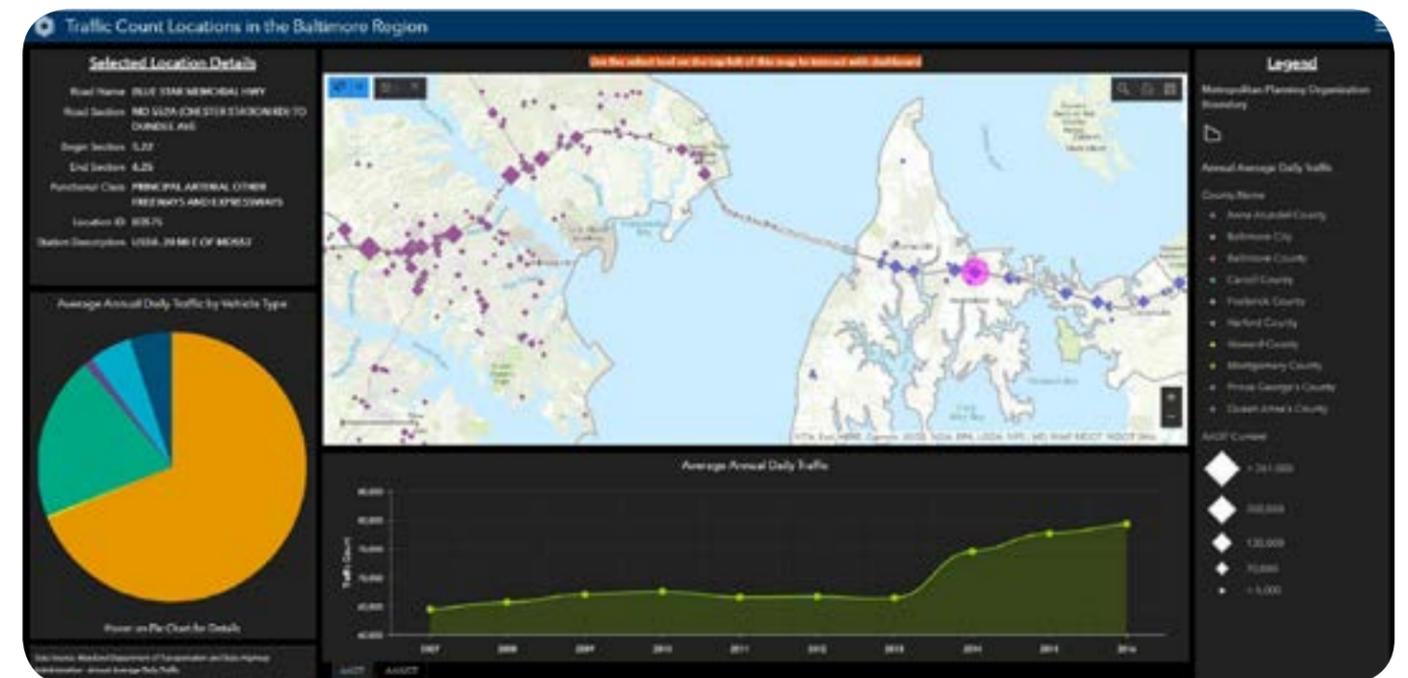
BMC first provided traffic count data to the public in 1990. Traffic counts, which are the number of vehicles that pass a certain point on a roadway during a certain time period, can be used to make important transportation as well as business location decisions. To make this information more digestible, BMC displays it in a traffic count mapping application.

This fall, BMC will debut an upgraded traffic count mapping application, the [traffic count dashboard](#). The dashboard uses the most recent traffic count data collected by the [Maryland State Highway Administration \(SHA\)](#), local jurisdictions and BMC. The

data in the dashboard is presented in two ways, as average annual daily traffic, and as average annual weekday daily traffic.

The dashboard contains a map of traffic count locations symbolized by size to reflect the counts. This adds value to the regional view because the analyst can show areas where the highest traffic count locations are, prior to selecting any single location for additional details.

Within the map, the user may select a traffic count location to see the AADT and AAWDT counts at that location graphed by year. The dashboard also displays a pie chart detailing the AADT count by vehicle type for the selected location. Additional details provided for each traffic count location are location identification numbers, location descriptions, road names and road functional classes, road section descriptions, beginning of the section where traffic is counted, end of the section where traffic is counted, county names, and municipality names.



Transportation Planning

East Coast regional planning organizations come together to foster communication, problem-solve



Photos by BMC

One hundred-twenty planners - from as far north as the Delaware Valley, to as far south as Washington, D.C. - packed the University of Baltimore's William H. Thumel Sr. Business Center in Baltimore City for the [Mid-Atlantic Regional Planning Roundtable](#) on Tuesday, June 19.

The [Maryland Department of Planning \(MDP\)](#), [Metropolitan Washington Council of Governments \(MWCOCG\)](#), [Wilmington Area Planning Council \(WILMAPCO\)](#), [Delaware Valley Regional Planning Commission \(DVRPC\)](#), and BMC worked together to coordinate the roundtable.

The Mid-Atlantic Roundtable continues a series of forums that began in 2005 to foster communication and address the urgent need to work collaboratively to solve present and future regional challenges.

The roundtable allows public and private partners with common goals to share resources and collaborate on plans, projects, and

a variety of contemporary issues. This year's topics included: commercial real estate trends, mega regions, the [2020 U.S. Census](#), and major rail station redevelopment efforts.

The Mid-Atlantic Regional Planning Roundtable forums aim to look beyond individual planning regions and foster communication and coordination between regions on transportation issues. Roundtable events seek to:

- Showcase regional planning and cooperation in the host region;
- Include metropolitan and non-metropolitan perspectives in relation to state and federal policy and resources;
- Feature current and long-term issues relevant to local and regional development challenges for the Mid-Atlantic states and regions; and
- Involve academic and institutional regional research to utilize existing knowledge and develop new and expanded regional and multi-regional resources to support and inform planning and implementation at all levels.

Transportation Planning

MD officials address multimodal planning during COMTO conference panel discussion

For four days this summer Baltimore hosted the 47th annual [National Meeting & Training Conference of the Conference of Minority Transportation Officials \(COMTO\)](#).

COMTO's conference brought together industry leaders from across all modes of transportation to learn, train, and network from July 28 through August 1. Approximately 700 attendees included transportation professionals at all career levels, government employees, manufacturers and suppliers, and other interested stakeholders.

COMTO and Rail-volution co-sponsored a speaking event titled "Multimodal Transportation: Many Paths Toward Livability," which featured several BRTB members: [Michelle Pourciau, director of the Baltimore City Department of Transportation](#); Earl Lewis Jr., deputy secretary at MDOT; Kevin Quinn, administrator at MDOT MTA; and moderator [Diana Mendes, president of the Mid-Atlantic division of HNTB Corporation](#). They discussed:

- The importance multimodal transportation systems play in supporting the economic vitality of regions, and in shaping neighborhoods and communities;
- The difficulties in implementing transportation infrastructure investments;
- Why forward-looking planning, partnerships, and community engagement are vital to meet goals;
- How technological change and transformations in mobility practices are rapidly evolving;
- How the work being done by various transportation agencies can make the greatest positive contribution to the livability of the Baltimore region;
- New career opportunities emerging, or important skills or characteristics needed for those seeking employment in transportation field;
- Retooling current systems, roles and leadership to take advantage of the opportunities within the industry and expectations of communities.



Each of the experts spoke about their organization, purpose, reach, challenges and responsibilities.

Pourciau told the group that she had gotten early support from both MDOT and Quinn at MDOT MTA, and helped her get oriented to the "Maryland way". She spoke about her agency's organization, management challenges, and of the importance of working together to manage the transportation systems in the Baltimore region with her key partners MDOT & MDOT MTA.

Likewise, Lewis spoke about how MDOT's priorities contribute to the economic vitality and the livability of the Baltimore region and Maryland. Quinn discussed the complexity and challenges he and his agency faced when implementing the major bus system overhaul, [BaltimoreLink](#).

Each panelist also spoke about what they saw as the future in terms of building the human capital and leadership skills to manage and lead transportation projects and the system. They agreed that the transportation profession and its corresponding technologies are drastically changing, and career opportunities are emerging that will require new skills. They encouraged young leaders to be aware of these needs so that they will be able to take advantage of the opportunities to work better and retool current systems.



Aging reimaged

Next month, more than 11,000 people from around the Baltimore region are expected to arrive at the Maryland State Fairgrounds by bus, paratransit, vehicle and shuttle.

The event, which has grown exponentially in the last 10 years, will take place on October 3 and 4, and will include dozens of exhibitors ranging from Giant Food to Johns Hopkins Home Care Group. Doo-wop bands will play to an enthusiastic group of dancers. Medical professionals will take people's blood pressure. Attendees will buy cookbooks geared toward Type 2 Diabetes.

What makes the event so expansive and popular is that the [Baltimore County Department of Aging's "The Power of Age Expo"](#) is geared almost entirely toward Baby Boomers. The theme of this year's event is "Living Longer, Living Well."

"Our mission is to strengthen the lives of our aging population so that they not only can live longer, but continue to live well," said Joanne Williams, director of the Baltimore County Department of Aging. "It's all about helping folks maintain where they are in life, by helping them understand what resources are available to them. The expo attracts quite a following."

In a region made up of approximately 2.7 million residents, Baby Boomers – or the generation born between 1946 and 1964 – comprise almost a quarter of the population.

This fierce and fiery generation is at an interesting crossroads where the older end may be retired and enjoying the benefits of having adult children, while the younger end is most likely still in the workforce and may still care for children. In addition, they are living longer and staying more active than their parents, the Greatest Generation. These are some of the factors that make planning for their needs – both current and future – a challenge for the jurisdictions in the Baltimore region.

The Baltimore Metropolitan Council (BMC) and Baltimore Regional Transportation Board (BRTB), as the region's metropolitan planning organization (MPO), is in a unique position to work with federal, state and local government, as well as nonprofits to address the transportation needs of older adults and people with disabilities through a federal grant program. BMC's partners, too, come together to ask: How do we meet the needs of Baby Boomers? The short answer is by addressing quality of life issues, such as transportation, housing, workforce and recreation. Together, the Baltimore region is collaborating to make sure that Baby Boomers can age in place.

So what do Baby Boomers in the Baltimore region look like?

In 2016, there were approximately 650,700 Baby Boomers living in the Baltimore region, according to the 2016 American Community Survey (ACS), the most recent data available. That's approximately 24.1 percent of the region's population, which is on par with [Millennials](#). The majority of greater Baltimore's population - approximately 434,100 - are white, followed by 175,737 people who identified as black alone, and 28,375 who identified as Asian alone, according to the survey.

Education, too, is spread across the board. The majority of Baby Boomers (177,267) have a high school education or GED, while 132,676 have some college education, but no degree. Of those with a college education: 128,610 have a bachelor's degree; 105,908 have a master's degree or doctorate; and 47,731 have an associate's degree.

While retirement makes it hard to gauge exact numbers in the workforce, Baby Boomers in 2016 worked across sectors, including: professional, scientific and technical services; education, medicine, administration, retail and manufacturing, according to the ACS survey.

The aging of this diverse generation means added challenges

for those who provide services. Namely, Baby Boomers want to keep their independence and remain active despite limitations, both physical and financial.

"It's a bit of a challenge but it's not impossible," Williams said. The key is to continue maintaining a baseline of services, while being flexible enough to gear programming toward emerging issues of Baby Boomers. It's keeps us on our toes."

Aging in Place

Celene Steckel, chief of the [Carroll County Bureau of Aging and Disabilities](#), said the key to adapting to Baby Boomers' needs is partnership and collaboration between local and state government, as well as nonprofits.

In May 2018, Carroll County and [McDaniel College](#) released the "Aging in Place Needs Assessment." The report is the result of a survey conducted over several years. A majority (65 percent) of the 1,680 respondents are Baby Boomers, Steckel said. The biggest take-away is that 10 percent of Baby Boomers surveyed struggle with transportation, and 90 percent stated that they wish to stay in their homes.

As a result, Carroll County has reinvigorated its efforts.

"We're looking at the infrastructure in place and making recommendations," Steckel said. "That includes offering services at every income level that we need to address."

Within Carroll County, there are self-sustaining complexes, or Continuing Care Retirement Communities (CCRCs), that offer everything from housing and transportation, to maintenance and medical services. However, these communities, such as the Carroll Lutheran Village and Fairhaven, require a significant upfront financial investment to enroll, which is not an option for some people in Carroll County, Steckel said.

To address those with fixed, middle or low incomes, the Maryland Department of Aging is actively developing a [Community for Life program](#). The self-sustaining program is aimed to help seniors age in place, or live in one's home with relative independence while remaining healthy and engaged. The model is based on a monthly subscription fee that the members would play to have services available to them.

"The Community for Life program largely targets people who are middle-income," Steckel said.

Likewise, between 46 and 48 percent of Carroll County's housing needs are for a clientele of ages 62 and older. Carroll County seeks collaboration between local government and nonprofits as a necessity to meet affordable housing needs for seniors. They work with veterans programs and local landlords alike to provide affordable, accessible and safe housing.



Photo courtesy of Baltimore County.

Examples of required services included in the Community for Life program's membership would be:

- Attentive contact, social and service navigation;
- Maintenance and home safety: limited handyman maintenance and a list of vetted contractors for larger home projects with proposal review; and
- Transportation.

Examples of additional membership services would include:

- A 24 hour-nurse/physician's assistant, perhaps in cooperation with a local hospital or with the local care transformation organization for the state's primary care program (expected to roll out in 2018);
- Emergency call lanyard/button; and
- Snow shoveling.

Enhancing Mobility

This fall, Carroll County is looking to expand its shuttle services, too. This opportunity comes through feedback from its seniors, who seek more stopping points and longer service operation hours.

Tiffany Nicolette, of [Comprehensive Housing Assistance Inc.](#), said that her organization also seeks to offer enhanced services to its residents. The organization maintains 18 affordable housing properties for older adults and those with disabilities around the Baltimore region.

Comprehensive Housing Assistance Inc. is a current recipient of the [federal Enhanced Mobility of Seniors & Individuals with Disabilities Program](#), which provides formula funding to states to distribute

to nonprofits that work with seniors and people with disabilities. Comprehensive Housing Assistance received a matching \$83,000 grant to expand its shuttle services for seniors and people with disabilities from the organization's properties. The shuttles help residents run errands during the day. Recently, though, the program has expanded to include what Nicolette calls "empowerment trips," which connects residents with recreation and entertainment options, such as luncheons to Friendly Farms.

"We want to offer services that go beyond the basics to provide an enriched quality of life for residents," Nicolette said.

"We want to offer services that go beyond the basics to provide an enriched quality of life for residents," Nicolette said.

BMC, through the Baltimore Regional Transportation Board (BRTB), is responsible for working with the [Maryland Department of Transportation Maryland Transit Administration \(MDOT-MTA\)](#) to receive

and review 5310 grant applications, as well as make recommendations for funding allocation, said Regina Aris, assistant transportation director at BMC. The funding is made possible from the [Federal Transit Administration \(FTA\)](#) through the [federal Fixing America's Surface Transportation Act \(FAST Act\)](#).

"This is one piece of the puzzle of how Baby Boomers are served," Aris said. "What the grants do is help these nonprofits serve more people. It is very competitive."

The most recent 5310 grants allocated \$3.6 million to 18 nonprofits in the Baltimore region. BMC, however, received \$5.4 million in application requests.

"There's a need for more funding than is available," Aris said. "As this population ages, the need is compounded."

Not the Same as their Parents

So, too, are the challenges of a generation who wishes to remain or rejoin the workforce. Will Anderson, director of the [Baltimore County Department of Economic and Workforce Development](#), said that the biggest challenge is finding a good fit for each lifestyle and skill set. In Baltimore County, about one-fourth of the 25,000 people who annually seek job placement services are ages 50 or older.

"One group that we see consistently are seniors. But it's not the same scenario as when their parents retired," Anderson said. "They're looking for work that fits an active lifestyle."



The economic ups and downs of the last 10 years have greatly affected the Baby Boomer workforce, many of whom opted to retire or were laid off for budgetary reasons during the Recession. They bring with them a wealth of knowledge, but in some cases lack the technological savvy to connect with employers that would benefit from their skills.

"It can be hard to get people re-connected to employment at any age, but if you're not willing to network in a modern way, you're going to have a problem reentering the workforce," Anderson said. "It's really challenging for seniors, employers and governments alike."

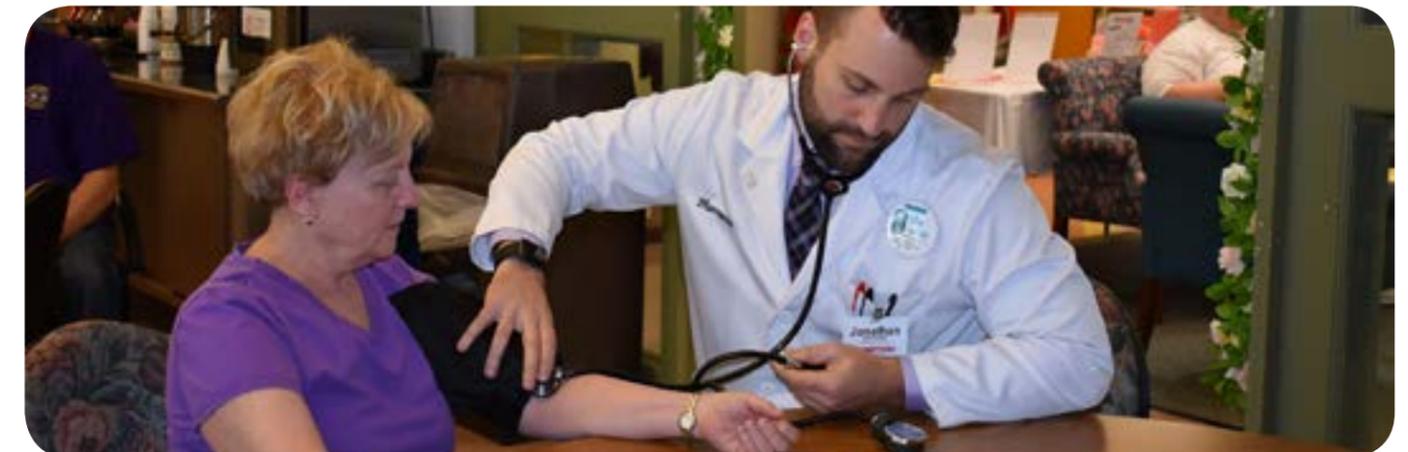
That's why both Baltimore and Carroll counties offer workforce development services to help Baby Boomers strategically search for jobs. In Baltimore County, it's working through the public library system, while Carroll County offers targeted workshops.

"We are keenly aware of the Boomer population who wants to continue to work," said Denise Rickell, of the [Carroll County Business & Employment Resource Center](#).

One-third of Carroll County's clients at the Business & Employment Resource Center are Baby Boomers. Many of these people are retired and either want to continue to work or return to the workforce. For lower-skill seniors, the [U.S. Department of Labor](#) funds subsidized employment for people ages 50 and older, Rickell said.

Likewise many seniors are necessary in unpaid positions to run their own services. For example, Carroll County's senior centers have two paid staffers, but volunteers it takes a crew of volunteers to prepare and execute meals.

"Without our volunteers, two staff members couldn't get it all done," Steckel said. "The volunteers look at the work as an opportunity to stay active, stay social and take care of each other."



(Top) Photo courtesy of Carroll County; (bottom) photo courtesy of Baltimore County.

B'MORE INVOLVED

Public Involvement



B'More Involved promotes civic engagement in our region's transportation, planning, environmental justice and equity. This important information is a great way for you to learn more, stay up-to-date on important events, news, and, of course, let you know how you can B'More Involved!

JOIN US FOR THE UPCOMING FALL PUBLIC MEETINGS OF THE BRTB AND PAC

SEPT **25**

BRTB MEETING, 9 A.M.

OCT **3**

PAC MEETING, 5:30 P.M.

OCT **23**

BRTB MEETING, 9 A.M.

NOV **7**

PAC MEETING, 5:30 P.M.

NOV **27**

BRTB MEETING, 9 A.M.

DEC **5**

PAC MEETING, 5:30 P.M.



Photo by BMC

BRTB and the BRTB Public Advisory Committee (PAC) hosted the inaugural Every Voice Counts Transportation Academy on Saturday, May 5, at Impact Hub Baltimore. The intent was to provide key background information and tools for emerging transportation leaders and other stakeholders who have limited experience with the transportation decision-making process.

Approximately 60 residents, community leaders, and non-traditionally engaged people from around the region attended the day-long workshop to: learn about the transportation decision-making process; identify ways to work with local and state transportation agencies in a proactive, constructive way to improve transportation; and understand how to be better engaged in the decision-making process by knowing who to contact and when.

B'MORE INVOLVED BY ATTENDING ONE OF THE FOLLOWING EVENTS THROUGHOUT THE REGION THIS FALL

Every year, MDOT puts together a document called the Consolidated Transportation Program (CTP). The CTP is a detailed list of capital transportation projects for the next six years across all of its agencies. A draft is developed and presented at meetings in every jurisdiction for public comment. A final draft of the CTP is scheduled to go before the Maryland General Assembly in January 2019.

Public meetings for the CTP are scheduled throughout the Baltimore region on the following dates.

SEPT **18**

CENTREVILLE, 3 P.M..

SEPT **28**

CLARKSVILLE, 7 P.M.

OCT **1**

ANNAPOLIS, 3 P.M.

OCT **22**

BEL AIR, 2 P.M.

OCT **31**

BALTIMORE CITY, 2 P.M.

NOV **8**

WESTMINSTER, 2 P.M.

NOV **15**

TOWSON, 2 P.M.

SEPT **20**

MTA CITIZENS ADVISORY COMMITTEE

SEPT **20**

HOWARD COUNTY BICYCLE ADVISORY GROUP

SEPT **21**

WORLD CAR-FREE DAY

SEPT **25**

HOWARD COUNTY MULTIMODAL TRANSPORTATION BOARD

OCT **1-3**

2018 21ST CENTURY NEIGHBORHOOD SYMPOSIUM

OCT **18**

MTA CITIZENS ADVISORY COMMITTEE

NOV **9**

MARYLAND BIKE/PED ADVISORY COMMITTEE

NOV **15**

MTA CITIZENS ADVISORY COMMITTEE

NOV **17**

BALTIMORE'S 4TH ANNUAL CRANKSGIVING



The first 72 hours into an emergency are critical. It can take emergency personnel that long to restore basic services – electricity, heat, water, clearing of streets from snow and debris, etc. By preparing at home with a radio, flashlight and water, residents would know what outside communication is available about the situation; navigate safely around the home; and stay hydrated.

Extrême weather, power outages and other disasters happen every day around the world. Residents in the Baltimore region need to prepare at home before an emergency occurs.

The Baltimore region kicks off National Emergency Preparedness Month in September with the “Ready? Set? Good!” emergency preparedness campaign. “Ready? Set? Good!” is a call-to-action emergency preparedness campaign through the Baltimore Urban Area Security Initiative (UASI) that encourages people to, at minimum, put aside a portable, battery-powered radio, flashlight and one gallon of water per person, per day to help get them through those first critical hours when basic services are down. The campaign targets homeowners, heads of households, moms, dads, caregivers and families to prepare for an emergency before one happens.

“Ready? Set? Good!” also encourages residents to use a checklist to prepare other items – blankets, non-perishable foods, family plans, pet supplies, etc. Adults should keep a checklist in their wallets or purses as a reminder, and purchase items whenever they are at a store running other errands. For more information, including tips and a checklist of recommended items, visit www.readysetgood.org.

The “Ready? Set? Good!” emergency preparedness campaign is a regional effort funded by the Baltimore UASI, a preparedness grant from the federal government. UASI member jurisdictions include the City of Baltimore, the City of Annapolis, as well as Anne Arundel, Baltimore, Carroll, Harford and Howard counties. The committee also works closely with the Maryland Emergency Management Agency (MEMA).



Photo by BMC

Mayor Catherine Pugh and Michelle Pourciau, director of the Baltimore City Department of Transportation, will welcome the delegation of the [Association of Metropolitan Planning Organizations \(AMPO\) 2018 annual conference](#), which is scheduled for September 24-28 in San Antonio.

Pugh, who will serve as the 2019 chair of the BMC Board of Directors, and Pourciau recorded the video to [invite delegates](#) to the 2019 AMPO conference, which will be held in Baltimore City. The conference will take place on October 22-25, 2019.

AMPO is the trade group for metropolitan planning organizations (MPOs) and is committed to enhancing MPOs’ abilities to improve metropolitan transportation systems.