

Vision 2030 Committee Report Completed

For a year and a half, the Vision 2030 team has been hard at work, learning what the residents of the region are concerned about, taking that knowledge, and preparing vision statements and recommendations for implementation.

The Vision 2030 Oversight Committee, a body of individuals representing citizens, businesses and special interest groups, used the core values, principles, and comments about key issues developed during the public participation phase of the process to create vision statements and strategies. The visions are organized into six broad areas:

- Economic Development
- Education
- Environment
- Government and Public Policy
- Livable Communities
- Transportation

A random telephone survey was conducted over the summer to test the degree to which the core values and supporting strategies resonated with the general public. The 1,203 households, chosen to represent all jurisdictions and reflect the region’s diversity, strongly supported the results of the public participation process.

Implementation of the visions and strategies will require working together as a region to maximize economic and organizational resources, while calling upon the public and private sectors for necessary support.



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Clean Commute Month is Coming – Mark Your Calendars!

Get out your walking shoes and tune up your bike. Check out the bus and train schedules or register for Rideshare.

Clean Commute Month is coming, and this year it promises to be bigger and better than ever.

May 2003 is your opportunity to prepare for the summer ozone season by trying an alternative way to get to work. The month will kick off with Bike to Work Day on Friday, May 2. Clean Air Partners will stage an Ozone Season Kickoff on the same day, just to make sure everyone gets the message.

It’s not too soon to start thinking about how you can make YOUR commute cleaner. In addition to saving wear and tear on your car—and your nerves—you’ll be helping reduce the automobile emissions that contribute to the formation of the smog-forming pollutant ozone. Ozone aggravates health problems such as asthma, so your clean commute will help yourself and everyone else breathe a little easier.

Commuter Choice benefits can save you money, too.

Everything you need to clean commute can be found at www.cleancommute.com. Or, if you’re an employer, we can help you promote clean commuting options to your employees.

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A Fresh Start for Public Involvement

The public involvement process for the Baltimore Regional Transportation Board (BRTB) will be getting some fresh energy from a newly hired staff person. Susan Aceti joined BMC in December as the Public Involvement Coordinator. Susan’s background includes a Masters in Social Work with a concentration in Community Organizing. She spent eight years at a national organization that worked to ensure that low and moderate income communities participate in local processes to decide how housing and community development funds are spent.

Susan is responsible for identifying and working with transportation stakeholders, staffing the Citizens Advisory Committee (CAC), developing opportunities for public education, coordinat-

ing current opportunities for public participation and developing new opportunities. Nine principles will guide how public participation in BRTB activities is conducted: *continued on page 4*

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What Does the Future Hold?

It is getting to be that time when the Baltimore region needs to revisit the previous long-range plan, called the Baltimore Regional Transportation Plan (BRTTP), to stay current with federal requirements. This plan will continue to address financial constraints

and air quality standards but will also look to incorporate opportunities for new transportation infrastructure and growth management. Currently the Citizens Advisory Committee is crafting a set of recommendations regarding public involvement strategies to be applied throughout the development of the plan. Soon information will be available that identifies major milestones and opportunities to participate.

For information on the current plan visit our website at <http://www.baltometro.org/BRTTP2001/BRTTP2001.html>, for a copy of the Executive Summary. To have our public involvement coordinator meet with your organization, please contact Susan Aceti at 410/732-0500, ext. 1047 or saceti@baltometro.org.



Mark Your Calendars!

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Here are some of the events that will be held leading up to and during Clean Commute Month:



Clean Commute Month EVENTS CALENDAR

- **May 2** **Bike-to-Work Day:** Ride your bike to work and join other riders at Baltimore City Hall Plaza, Annapolis, or Bel Air! (7:30—8:30 a.m.)
- **May 2** **Ozone Action Days Kick-Off Festival:** Prepare for cleaner air days at Baltimore City Hall Plaza. Learn about clean air products and enjoy a clean-cook barbeque! (Mid-day)
- **May 3** **2nd Annual Health Freedom Walk:** A Path to Wellness (sponsored by C.H.A.M.P.—Community Health Awareness & Monitoring Program, 5K through Baltimore City)
- **May 3-4** **Towsontown Spring Festival:** Stop by the Clean Commute Booth for info and free stuff!
- **May 14** **Flower Mart:** Visit the CCM booth while you meander through flower and craft exhibits!
- **All Month** **Clean Commuting Roadshow:** Employers—sign up for a roadshow event to learn how clean commuting options can benefit your employees! (seven events throughout region — dates to be determined)
- **May 28** **Clean Technology Ride-n-Drive Day:** Learn about vehicles that don't run on gas! Come out to the Community College of Baltimore County to take a ride, take a drive. Be clean and green! (all day — CCBC Catonsville)
- **TBA** **Bicycle Commuting Workshops** (throughout region preceding Bike-to-Work Day)

For more information, visit www.cleancommute.com, call the Clean Commute Month Coordinator at 410-732-0500 ext. 1035, or email cleancommute@baltometro.org.



BRTB Meets

At the December 17th meeting there were no action items. However, six briefings were given to update the members on the status of various items: Ms. Diane Franks of MDE discussed the MOBILE6 and Smart Growth SIPs, Ms. Missy Cassidy of MDOT discussed activities of the MAGLEV Task Force, BMC briefed the BRTB on the draft FY 2004 work program, Mr. Don Chiarella of SHA informed the Committee on key transportation related safety issues, and BMC provided the status of a potential wireless communications system for emergency incident management.

At the January 28th meeting the BRTB approved Resolution #03-08. This resolution supported a request by the Maryland Transit Administration to amend the 2002-2006 Transportation Improvement Program by adding 9 new projects and adjusting and reallocating funding in FY 2003 for 20 projects. Update reports on the Mobile6 State Implementation Plan, the BWI On-Board Transit Study, and Clean Commute Month were also provided.



Catch a Breeze on Bike to Work Day

Nationwide, more and more commuters are increasingly turning to cycling to get to work, and they are arriving healthier and even happier because they are more active. The Census 2000 shows that bike commutes increased nine percent nationwide. In Central Maryland, bike commuting held its 0.2 percent share as the population grew 7 percent.

We look to experienced bike commuters to promote Bike to Work Day on May 2, and emerging advocates are calling for bike facilities and more active living. Continued regional and local increases in bike commuting will hinge on support for these efforts.

What can we learn from those among us who overcame a reluctance to ride or fear of traffic with a little effort? Greg Cantori commutes each morning from Pasadena to Baltimore City. Greg parks his bike inside and uses a shower that his office agreed to install for \$225.

“Bike commuting is a time saver that provides me more time to do more things, and it is a huge stress reliever.” Greg combines his commute with his work-out; his bike commute lasts 15 more minutes than driving, but it saves time overall.

Bike commutes such as Greg’s are not for everyone, but inconveniences like weather, sweat and traffic are minor compared to the personal benefits of being more active. “A five-mile bike commute is doable for anyone, even those who are not in great shape right now, and you can do it without a shower at your workplace. Take your time, try it on a Sunday morning first, before you commit,” advises Greg.

Bike to Work Day can teach new cyclists how to value a bike as a transportation tool. Employer-based cyclist commuter workshops in

April will help potential riders over the hurdles. You can learn about Bike to Work Day activities at www.cleancommute.com and register for the event at www.onelesscar.org.

Encouragement from experienced cyclist commuters like Greg can inspire us, and Bike to Work Days build our sense of confidence about being active commuters. Beyond that, people are cooperating by removing barriers to cycling and walking to broadly support a region-wide capacity to be active.

“Key city leaders really share a vision for our city that’s exciting,” says Penny Troutner, co-chair of the Mayor’s Bike Advisory Committee. “Citizens offered to partner with the Office of Transportation and the Baltimore Bicycle Club on a bike rack project. The club agreed to donate funds for 38 bike racks if the City would install them.”

“The local leadership is a challenge for others to join in and sponsor more bike racks,” explains Beth Strommen, a Baltimore City Planner. “We hope corporations and businesses will purchase racks because the city has offered to donate planning and labor for installation.”

Baltimore City Councilwoman Catherine Pugh says that being Chairperson of the bi-regional Clean Air Partners puts it all in focus for her this year. Catherine is a runner and founder of the Baltimore Marathon.

“Walking and cycling are basic to our health, and when we make the healthy travel choice we help the health of our environment. Kids don’t even jump rope

anymore. People don’t walk to the store anymore; they just get in the car and drive. We have become too accustomed to driving everywhere,” says Councilwoman Pugh.

Data from the Centers for Disease Control and Prevention and the Census Bureau support the councilwoman’s observations. People who live in the Baltimore region are less active now than ten years ago. Prevalence of obesity among Maryland adults rose by 57 percent in the 1990s. Currently, more than half the population in the Baltimore region is overweight or obese.

Councilwoman Pugh added, “Bike racks and bike lanes will encourage our citizens to ride to work or meet other activity needs. I think these changes in the built environment will help us develop a new and better way of thinking. We install bike racks and we will celebrate Bike to Work Day because we are looking at how we will become a more bike friendly city.”

A new way of thinking is needed because the trends for adults and children translate into extremely bad health outcomes and increases in health care costs. In the Baltimore region in 1999, poor diet and inactive lifestyles contributed to more than 25,000 deaths and \$560 million in health care costs.

“We want people to take cycling and walking seriously,” says Councilwoman Pugh. “I want people to feel good about supporting active living. We would like a roundtable discussion with corporate executives to explore how they see us making bike commuting a favorable choice year round.”

Contact Katherine Shriver at kshriver@baltometro.org for more information about Bike to Work Day.



A Fresh Start for Public Involvement

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- *Include both decision-making and information sharing in public involvement* — All participants (citizens, community groups, businesses, industry professionals, and government agencies and officials) must understand the difference between public input in decision-making and public involvement in information sharing. Both processes are absolutely necessary, but participating in decision-making is an active role while participating in information sharing can be both passive and active.
- *Ensure high quality planning through public participation* — Public participation should not be viewed as an “add on” but as a method for ensuring high quality transportation planning.
- *Create meaningful opportunities for public participation* — If a public participation mechanism does not produce meaningful participation, then a new or revised mechanism should be established. Meaningful participation means that the public has a role that matters in the decision-making process.
- *Educate, educate, educate* — Transportation planning is a long, confusing, complex process. There can't be meaningful participation unless the public understands how the process works. And, people learn in many different ways. There must be a variety of options for education.
- *Get the public involved early* — The public must always be involved early in the transportation planning process before projects and ideas get into the long-range pipeline.
- *Keep the public involved* — The public must get involved and stay involved. This is a long-range process.
- *Avoid jargon* — Whenever possible, transportation planners need to avoid jargon when speaking or writing. If a planner uses an acronym, he or she should define it, and then define it again.
- *Involve low-income and minority populations* — The involvement of low-income and minority populations must be a priority in the transportation planning process.
- *Bring opportunities to the public* — Some participation opportunities must be brought directly to the public by having planners attend and present at community meetings held in neighborhoods.

As noted above, one of Susan's priorities will be increasing the involvement of low-income and minority residents in the transportation planning process. She will pick up on the significant work done by BRTB's Equity Subcommittee to make this an integral part of public participation.

Susan will be meeting with as many community groups and individuals as possible who are or who want to be part of the transportation planning process. If you would like to meet with her or if you have any comments about the public participation process, please contact Susan at 410-732-0500, x1047 or at saceti@baltometro.org.



Vision 2030 Committee Report

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Creating a structure for implementation will require more than just the efforts of elected officials. The Vision 2030 Oversight Committee recognized that challenge and has recommended, in its final report, the formation of an entity to facilitate implementation. The final form of such an entity requires an understanding of how to involve business, government and foundations in funding such an effort.

The Oversight Committee reviewed best practices in other regions that have engaged in visioning activities, and is recommending an integrated and collaborative approach to implement Vision 2030 in the Baltimore region.

A restructured Oversight Committee will work under the guidance of the Greater Baltimore Committee during a 120-day process to organize and structure the implementation of Vision 2030. The Greater Baltimore Committee, working with the restructured Oversight Committee, will be asked to:

- Identify the most appropriate way to involve business, government, and foundations in funding the effort;
- Conduct an inventory of organizations already addressing strategies articulated in the vision;
- Recommend how such organizations can be integrated into the implementation of the vision;
- Engage area elected officials on how best to connect implementation of the vision with the governmental decision-making process; and
- Recommend a structure, staffing and governance for the implementation effort.

The final report was presented to the BRTB in February and is available at www.baltometro.org/vision2030.html. At the end of the 120-day process, the Oversight Committee will report its findings to the BRTB.

MARC Train to Experiment With “Quiet Cars”

As a service to customers looking for a quiet place to relax, sleep or work quietly during their commute, two trains on MARC’s Penn Line will have experimental Quiet Cars. The experimental service began on Monday, January 13, on Penn Line trains 401 and 503. Each train has one designated car marked “Quiet Car”, and it will be the last car on the train.

MARC train customers requested a car that is free of cell phones and loud conversation. In response, the MTA will test the concept for a three-month period, and then make a decision about whether to expand the Quiet Car to additional MARC trains.

The rules for occupying the Quiet Car are simple:

- Cell phones or pagers may not be used (except pagers that vibrate)
- Headphones must be used for applicable electronic equipment
- Laptop volume must be turned down
- Conversation should be kept to a minimum in quiet, subdued tones

Additionally, passengers seated in a Quiet Car who find it necessary to use a cell phone or engage in a conversation are asked to go to another car. It is also requested that customers traveling with children not occupy the Quiet Car. All other cars on the train are available for unlimited use of cell phones, other electronic devices and conversation.

Quiet Car space will be available on a first come-first serve basis. In the event of equipment shortage, overcrowded conditions throughout the train, or in an emergency, the Quiet Car may be discontinued at the discretion of the train’s Conductor.

Provided by the Maryland Transit Administration.

MARC Penn Line Service Update - 01/07/03



Calendar of Events

March 19	Wednesday	10:00 a.m.	Cooperative Forecasting Group
March 19	Wednesday	4:00 p.m.	Citizens Advisory Committee
March 20	Thursday	10:00 a.m.	Baltimore Regional Operations Coordination Committee
March 25	Tuesday	9:00 a.m.	Baltimore Regional Transportation Board
April 1	Tuesday	9:30 a.m.	Technical Committee
April 9	Wednesday	8:30 a.m.	Interagency Consultation Group
April 16	Wednesday	10:00 a.m.	Cooperative Forecasting Group

Subject to change. Visit www.baltometro.org or call 410-732-0500 ext.1043 for an update of the events calendar and details.

In the event that Baltimore County schools are closed systemwide, all meetings (a.m. & p.m.) of the Baltimore Regional Transportation Board and its subcommittees will be canceled for that day. If the school system closes during the day, any meetings scheduled for the remainder of the day or evening will be canceled.

Local Happenings

Congratulations to Paul Foer, the Transportation Marketing Specialist for the City of Annapolis, MD, for being named a National Transit Institute Fellow. During Paul’s tenure, ridership doubled and in May 2002, Annapolis Transit was named *One of the Ten Most Improved Transit Systems* by Metro Magazine. As a National Transit Institute Fellow, Paul provides a workshop to teach attendees how to develop low-cost marketing initiatives that can improve service, increase ridership, and promote a valuable public image. NTI Fellows present their half-day, free workshops at individual agencies, or at national, regional and state transit association meetings or conferences.

Paul’s workshop (for small transit agencies) teaches why marketing:

- Starts with customer interaction at all levels,
- Is not necessarily (and in some cases should not be) about advertising or promotion,
- Depends on identifying and using community influence points,
- Does not have to cost a lot of money,
- Includes developing partnerships with natural constituents, and
- Involves regular contact and rapport with media and local leaders.

Paul gives examples of:

- How to get free radio, TV and other media coverage,
- How to get others to advertise for you at their own expense,
- Little-known or misunderstood places to generate publicity, and
- How transit agencies and local schools and colleges can help each other.

Participants will leave his workshop with a clear understanding of and guidelines for a basic marketing plan that they can use to guide their marketing efforts and allocate resources.

As seen in NTI Fellows, the newsletter of the National Transit Institute.

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Let's Hear From You!

Send your comments to
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We're on the Web! Visit www.baltometro.org

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Baltimore Regional Transportation Board

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