# COG QUARTERLY





#### **YULE HAVE TO PLAN AHEAD**

Holiday travel congestion is not new, but don't throw out that holiday cheer just yet. There are ways to take hold of those reindeer reins and ease your travel anxiety.

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#### WELCOME, BALTIMORE BIKE SHARE!

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## DIVE INTO THE CREATIVE WORLD OF MAKERSPACES AND FAB LABS

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Ever thought about the journey of your holiday goods? From the ingredients in your sugar cookies to the Audi parked in the driveway on Christmas morning, *By the Numbers* gives a snapshot of how goods move into and around the region.

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Rock the Vote: Counting ballots, November 1948 Photo: By Paul S. Henderson, Henderson Photograph Collection, Baltimore City Life Museum Collection, Maryland Historical Society



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#### For more information:



Baltimore Metropolitan Council



#### INTRODUCTION

### BMC's fall 2016 activities foster a growing region through planning, partnership and innovation

The inescapable aroma of pumpkin-spice, crisp air, and amber leaves all mean fall is in full swing.

As the door-knocking of enthusiastic trickor-treaters and political canvassers peters off, we hope you find a quiet moment to enjoy this edition of COG Quarterly.

Our fall has been a busy one at BMC. We hosted the eighth annual Meet the Primes networking event for small- and minorityowned businesses along with Baltimore County. We attended the Columbia Association's visit from Rob Breymaier, an expert on promoting community racial integration, a strategy recommended in the Opportunity Collaborative's Baltimore Regional Housing Plan released in 2014. We celebrated the launch of Baltimore Bike Share program, which includes the largest fleet of electric pedal-assist (pedelec) bikes in the western hemisphere.

Finally, we explored the world of makerspaces and micro-manufacturing, and their benefits to the regional economy for the second installment of BMC's "What's on Tap" speaker series.

But as the trees shed their leaves, we look toward what's next.

The motivation for this issue's cover story, "Yule Have to Plan Ahead," is to encourage you to prepare for the hustle

and bustle of holiday travel. The idea is to provide you with tips and tools so that your plans are executed with the ease of Santa traveling around the world in one night and less like the movie "Planes, Trains and Automobiles." While we can't take all the stress out of your holidays, we hope some of the tips make your season a little brighter.

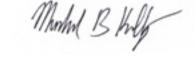
Our Regional Roundup feature story showcases the big impact of small business, namely agriculture. From locally produced beer and wine, to delicious cheese and jam, we provide you with highlights from BMC's report, Value-Added Agriculture: A Regional Focus, County Executive Barry Glassman's 2016 chairman initiative. So when you're shopping for the perfect dish for your Thanksgiving table, consider supporting the local farmers and producers that are proud to call our region home.

In Leading Locally, we highlight BMC and the Maryland Association of Counties' (MACo) Next Generation 911 Roundtable on September 23. This event brought together 80 county, state and regional public safety, emergency management and GIS staff to discuss the challenges and embrace the opportunities created by upgrades to 911 emergency systems.

Finally, By the Numbers focuses on the long journey many of your holiday goods make from their origin to your home.



From all of us here at BMC, we wish you and your family a happy and safe holiday season. We also look forward to reading your comments, questions or story suggestions, which you can send to COGquarterly@baltometro.org. Thanks, as always, for reading.



Michael B. Kelly Executive Director

www.baltometro.org



#### COOPERATIVE PURCHASING

Meet the Primes event aims to help small- and minority-owned businesses network smarter

The BRCPC and Baltimore County hosted the eighth annual Meet the **Primes** networking event for small- and minority-owned businesses on Wednesday, October 19, at the Maryland State Fairgrounds.

an all-time high with more than 110 exhibitors from both private sector

Attendance at the 2016 event was at and 500 representatives of small- and minority-owned businesses. Baltimore County works together with the BRCPC businesses and government agencies, membership to make this event a value-

and technical information.

packed day. Each year, Meet the Primes grows in its service to the business community and in participation.

The Baltimore Regional Cooperative Purchasing Committee (BRCPC)

achieves millions of dollars in cost savings for member jurisdictions by

combining needs into cooperative purchasing contracts, reducing

administrative expenses and serving as a forum to exchange resources

requirements.

The intent of Meet the Primes is to connect prime contract bidders with businesses to maximize networking efforts, develop key relationships, and cultivate new business opportunities.

"I love Meet the Primes. I met key players who buy my products, and have developed long-time business relationships," said Anita Cress, of the Sherwood Group, a source for promotional materials.

Meeting face-to-face also provides business owners time to better communicate with prime bidders and gain critical information about upcoming contracts, thus giving them a competitive edge in creating proposals. At the same time, the prime bidders are looking for good subcontractors to meet their contractual subcontracting goals and workforce

"Meet the Primes is a great event for helping prime bidders and small and minority businesses work smarter. I am excited for the business owners who can make some important contacts with prime bidders, as well as those who can help these businesses develop," said Bob Ball, coordinator of Minority Business Enterprise with Baltimore County Public Schools. "It's very rewarding when business owners, large and small, are saying that they met someone with whom they are going to work."

In addition, Meet the Primes is an opportunity for government agencies in the Baltimore region to provide support to small and minority businesses in the area. Expanding outreach increases participation and competition in their procurements.







#### HOUSING

Columbia seeks to reinvigorate community integration by considering strategies used in prosperous Chicago suburb



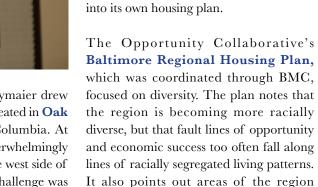
As Columbia approaches its **50th** anniversary, it is considering strategies to reinvigorate its history as a racially integrated community.

Columbia Association (CA) hosted Rob Breymaier, executive director of the Oak Park Regional Housing Center, on Tuesday, October 4 to share the Chicago suburb's innovative and successful 40-year program to promote racial integration. Breymaier spoke to more than 30 Leadership Howard County members in the morning and about a hundred people in the evening.

CA manages parks, recreation facilities, and programming for Columbia. Breymaier's visit follows a May CA-sponsored presentation by University of Maryland Baltimore County president Freeman Hrabowski on the importance of community diversity.

In his visit to Columbia, Breymaier drew parallels between the model created in **Oak Park** and the founding of Columbia. At the time, Oak Park was an overwhelmingly white suburb of 50,000 on the west side of Chicago. The community's challenge was to embrace integration while keeping its housing market stable.

The result was a program that is still innovative nationally. It has preserved Oak Park as a prosperous and successful racially integrated town in a highly segregated metropolitan area.





BMC first connected with Oak Park shortly after beginning its Sustainable Communities grant-funded planning effort

known as the Opportunity Collaborative.

At a gathering of grantees convened by the U.S. Department of Housing and Urban Development (HUD) in 2012,

Tammie Grossman, development customer

services director of the Village of Oak Park, mentioned its intentional integration

program. That informal conversation led

to a Baltimore delegation trip in 2014 to

Chicago, with a stop to visit Oak Park.

From there, the Opportunity Collaborative incorporated some of Oak Parks strategies

that are racially diverse, and strategies

for preserving their character, including



#### AIR QUALITY

## BRTB tackles ground-level ozone in Baltimore region

A ir quality in the Baltimore region has significantly improved in the past few years.

National Ambient Air Quality Standards (NAAQS) for groundlevel ozone pollution continue to be lowered to stricter standards by the U.S. Environmental Protection Agency (EPA). The Baltimore region is close to reaching the newest Ozone NAAQS.

The region is currently designated as a "moderate" ozone nonattainment area for the Ozone NAAQS set in 2008. At one time, the region was designated as a "serious" nonattainment area for ozone, which indicates the area has a more difficult time reaching the NAAQS compared with other areas.

However, since that time, air pollution levels measured at air quality monitors have detected lower ground-level ozone concentrations.

In June 2015, the EPA determined that the region is **attaining** the Ozone NAAQS set in 2008. Initial data from the 2016 ozone season, which is May through October, indicates that the region will likely be designated as "marginal" nonattainment for the new, stricter Ozone NAAQS.

Designations from the EPA are expected in 2017.

The EPA designates "attainment" and "nonattainment" areas based upon data collected from monitoring devices in the region. They look at the 8-hour ozone design value of each monitor,



averaged during a three-year period. The design value is the fourth highest ozone concentration in the atmosphere monitored during the ozone season.

Initial, draft monitor data shows that the design value for the Baltimore region is 73 parts per billion (ppb). This is above the ozone standard set in 2015 (70 ppb), but below the standard set in 2008 (75 ppb).

Ground-level ozone pollution can cause serious health problems, particularly for children and the elderly. It is known to cause difficulty breathing, shortness of breath, aggravation of lung disease, and airway inflammation. It can also cause chronic obstructive pulmonary disease (COPD.)

Doing its part to address air pollution problems in the region, BMC staff members play a large role in helping to coordinate the transportation air quality conformity process carried about by the **Interagency Consultation Group** (**ICG**) and the BRTB. The conformity process is required under the **Clean Air Act** to ensure that transportation planning and air quality planning processes within a state are coordinated.

Emissions from mobile sources are among the most significant contributors to ozone pollution. It is because of this, that the transportation conformity process is a critical element of the region's and the state's efforts to address air quality.



BIKE / PED

#### Baltimore launches bikeshare program with 50 stations citywide; Howard County program scheduled for spring 2017

n the past 15 years, bikeshare has transformed urban communities and quickly become the mark of a world-class city. Both Baltimore City and Columbia, in Howard County, join those ranks.

Transportation (BCDOT) has been working on its own bikeshare program since Washington D.C. first rolled out Capital Bikeshare in 2010. After many years of hard work, BCDOT is excited to finally announce that the Baltimore Bike Share Program launched on Friday, October 28.

Baltimore Bike Share is a critical addition to the city's multi-modal transportation network and will further connect Baltimore's diverse communities by

offering an active and innovative first/lastmile transportation option.

"Bike Share is going to captivate Baltimore in a truly spectacular way," said Jay Decker, Baltimore Bike Share The Baltimore City Department of coordinator. "The addition of this innovative transportation solution will encourage healthier choices, improve transportation equity, and transform how residents, commuters, and visitors move about the city."

> The process to launch the bikeshare program started in spring 2016 with the selection of **Bewegen Technologies** as the equipment vendor and Corps Logistics as the day-to-day operator of the system. Through federal, state, and local funds, BCDOT was able to purchase 50 stations

and 465 bikes as part of the first phase of the launch. Equipment highlights include a nearly 50/50 split between electric pedal -assist bicycles (pedelec) and non-electric, 8-gear bicycles.

The equipment will make Baltimore the largest electric bike share fleet in the western hemisphere.

Baltimore chose the pedelec technology for many reasons, but most importantly because electric bikes make riding easier and more fun, thus removing a skills barrier.

The bike delivers background power to help cyclists ascend hills; provides support for those with physical limitations; and sustains endurance for those who don't want to physically exert themselves on trips such as work commutes.

The pedelec bikes require little effort to get started. Cyclists simply start pedaling



Baltimore City Department of Transportation launched Baltimore Bike Share on Friday, October 28. By spring 2017, the bikeshare program will include 465 bikes at 50 docking stations around the city. Photos: Courtesy of Baltimore Bike Share

and the bike provides power based on the terrain and each individual's style of riding. The 50/50 split between pedelec and standard 8-gear bikes means cyclists can choose an easy or a more standard ride depending on individual preference.

Implementing the bikeshare program also included an expansive public input process that collected station location, pricing, and general feedback from potential users. BCDOT then used the preliminary data in conjunction with industry best practices to map the footprint of the first phase and preliminary locations where bikeshare could be installed.

The public then vetted these results in a series of six public workshops where attendees provided feedback about location preferences and necessary network adjustments. BCDOT used that feedback to select the final 50 station locations.

BCDOT installed approximately 20 stations and as many as 200 bikes for the October 28 launch. The remaining stations are scheduled to open by spring

Users will have the option of purchasing a single-trip pass for \$2 per ride or a \$15 monthly membership. The first 45 minutes of each ride are included, with rides longer than 45 minutes subject to extended use charges.

Howard County, too, is scheduled to launch its bikeshare program in spring 2017.

The system is a public-private partnership supported by Howard County government, as well as nonprofits and businesses, said Chris Eatough, Bike and



#### Pedestrian Coordinator with the **Howard** County Office of Transportation.

The system is slated to include 70 bicycles at seven stations throughout Columbia and Oakland Mills. Station locations include Blandair Park, Columbia Lakefront, The Mall in Columbia, Crescent development, Howard County General Hospital, Howard Community College, and the Oakland Mills Village Center.

#### For more information:



@Baltimore City Department of **Transportation** 



@BmoreBikeShare

**Baltimore Metropolitan Council** COG Quarterly

# to

BMC speaker series highlights importance of makerspaces, fab labs, micro-manufacturing to regional economy



The maker culture, sparked by the "DIY" movement and a general desire to make things again, has increased steadily across the United States in the last few years.

Crafters need space to create their wares, and therefore are opting for shared space as opposed to working from basements, living rooms or personal kitchens.

What they're finding is that shared space also means collaboration. These makerspaces allow like-minded individuals to share ideas, tools, and skillsets. They are often created in partnership with

universities, private industry and public libraries and schools.

The federal government, too, started adopting the concept of fully open makerspaces within its agencies. Micromanufacturing is an outgrowth. This movement relies on specialization, personalization and speed of delivery, as compared to the considerable start-up and overhead costs found in mass production.

"There's no doubt that makerspaces provide a creative way for local entrepreneurs to hone their crafts and add to our region's economy," said Michael Kelly, executive director of the Baltimore Metropolitan Council.

BMC hosted its second in a speaker series, "What's on Tap: Maker Spaces, Hackerspaces, Fab Labs & Micromanufacturing," at **Open Works Baltimore** on Monday, September 19. More than 50 people attended the event, which included catering and an opportunity to network.

The "What's on Tap" series is an informal way to initiate and hold conversations about policy, technology and other current and emerging innovations between our stakeholders. As the region's COG, BMC strives to provide a forum to get the Baltimore region thinking creatively about its challenges and how to plan for a more prosperous future.

Will Holman, general manager of Open Works, co-founder of the Industrial Arts Collective and author, discussed makerspace history and culture, its potential for Baltimore and the region, and how public policy can support the movement.

Attendees also heard from **David Woessner** from **Local Motors**, an innovative automotive designer and manufacturer, who spoke about the company's use of micro-factories, design and 3-D printing in their wide variety of specialized vehicles.



Local Motors uses co-creation techniques, whereby products are designed cooperatively with both the end users and via crowd-sourcing, and they provide royalties to those whose designs and solutions they utilize in their final products. This method exponentially expands the speed and quality of new product development and delivery, said Woessner.

Local Motors created Olli, the company's fully autonomous low-speed people moving vehicle that operates at the **National Harbor** in Prince George's County.

Those who attended "What's on Tap" received a preview of the **Baltimore Arts Realty Corporation's Open Works**, a fabrication space for creative professionals, which officially opened its doors in the Station North neighborhood on Saturday, September 24. The \$11.5 million investment converted the 34,000-square-foot former warehouse into a makerspace that will enable entrepreneurs looking to

build their businesses with high-quality tools, as well as amateurs who want to add polish to their craft.

With rates ranging from \$70 to \$125 a month and a day pass available for \$25, the public can access up to seven workshops including a state-of-the-art computer lab, digital media, 3-D printing, electronics, and digital fabrication, wood and metal shops. Open Works also offers 140 micro studios for members in the business of small-scale manufacturing. Open Works hopes to stimulate growth among creative businesses by improving access to resources that might otherwise be unaffordable and a barrier to budding entrepreneurs, said Holman.

BMC's staff is in the process of planning the next "What's on Tap" event. For more information contact Don Halligan, senior transportation planner at BMC, at dhalligan@baltometro.org.



# BMC 2016 Chairman's Initiative: Assessing the effect of value-added agriculture on the region

ach year, the chair of BMC's **Board of**Directors selects a research project of importance to the region. In May, **Harford**County Executive Barry Glassman, who serves as the 2016 chair, asked BMC to analyze value-added agriculture (VAA) and how the industry fits into the Baltimore region's economy.

In October 2016, BMC released *Value-Added Agriculture: A Regional Focus*, a study outlining challenges and opportunities to VAA production in the Baltimore region, which includes the City of Baltimore, and Anne Arundel, Baltimore, Carroll, Harford and Howard counties. The report offers 22 recommendations to government and industry stakeholders aimed at supporting the growth of local VAA.

"As the executive of a county with a rich rural heritage, I wanted to better understand the value-added segment of our agricultural industry," said Glassman.

BMC retained **Grow & Fortify, LLC**, a firm with unique experience and connections within Maryland's VAA industry. Among his many hats, the firm's founder, Kevin Atticks, has served

"As the executive of a county with a rich rural heritage, I wanted to better understand the value-added segment of our agricultural industry," said Glassman.



as executive director of the **Maryland Wineries Association** since 2013.

"We were eager to dive into this research and help tell the story of value-added producers," said Atticks. "After working with local agricultural businesses for more than 15 years, we understand their importance to the local economy and the challenges they often face."

BMC began the study process by assembling an advisory committee of industry and government experts to advise on the scope of the research and facilitate connections with stakeholders.

"It was great to work with this diverse team to guide the research," said Jason Gallion, an agricultural specialist and Glassman's representative to the advisory committee. "From the producers to the county professionals, we each brought a different perspective to the project."

An early challenge to the research included defining VAA. The scope of VAA varies from the **U.S. Department of Agriculture** to the **Agricultural Marketing Resource Center** and even among other independent researchers.

The committee ultimately endorsed a definition, focused largely on consumable products that utilize a Maryland-grown ingredient and where end production – the "value-add" – occurred in the Baltimore region.

"After considerable discussion, the committee thought it was important to hone in on products created in the Baltimore region from items grown on or in Maryland soil," said Kelly Dudeck, director of strategy and special projects with Grow & Fortify.

The Baltimore region includes 334,107 acres of farmland in 2,988 farms, with a combined production value of \$285.5

million, according to the **U.S. Department of Agriculture's 2012 Agricultural Census.** The majority of Baltimore region farms, 61 percent, are 49 acres or less, with the plurality, or 44 percent, of all farms falling in the 10- to 49-acre range. Regional farm employment also accounted for 3,944 jobs in 2012.

"Unfortunately, the census does not capture Baltimore City farming or VAA as a discrete segment of industry," said Janna Howley, director of operations and solutions with Grow & Fortify.

The lack of comprehensive industry data means that the study utilized a variety of other methods to develop a more qualitative analysis of the VAA in the region, Howley said.

In order to gather data, Grow & Fortify created a 34-question survey that the advisory committee distributed to producers around the region. Source farmers and non-farm value-added end producers made up the 58 respondents. The research team also relied on 18 one-on-one interviews with producers and four focus groups in order to add to the report.

"We spoke to farmers and producers ranging in size from one acre to a thousand acres, and sales of \$10,000 to more than \$1 million," Atticks said. "But the story we see most often is that value-added producers are either small family businesses or entrepreneurs starting up their own business."

For example, 43 percent of survey respondents reported sales of less than \$150,000 annually, and almost half had four or fewer employees. The report estimates that the Baltimore region is home to at least 311 value-added producers, processors and small food businesses, which employ more than 3,000 full-time, part-time and seasonal workers.

The report outlines several challenges facing value-added producers in the region and makes corresponding recommendations for ways in which stakeholders can help the industry.

#### Story continues on Pages 12–13



## BMC'S VALUE-ADDED AGRICULTURE ADVISORY COMMITTEE INCLUDED:

- Lisa Barge, agricultural business development specialist for the Anne Arundel County Economic Development Corporation
- Lynda Eisenberg, chief of the Carroll County Bureau of Comprehensive Planning
- Bruce England, executive director for the Susquehanna Workforce Network, Inc.
- Alex Galbreath, owner of Falling Branch Brewery in Harford County
- Jason Gallion, agricultural specialist for Harford County
- Kathy Johnson, agricultural development manager for the Howard County Economic Development Authority
- Dan McNeill, owner of MISCellaneous Distillery in Carroll County
- Kedrick Smith, chief operating officer of Huckle's Brand in Baltimore City
- Sara Trenery, business development representative for the Baltimore County Department of Economic and Workforce Development



The report estimates that the Baltimore region is home to at least 311 value-added producers, processors and small food businesses, which employ more than 3,000 full-time, part-time and seasonal workers.

First, the lack of data available about the industry made it difficult for the researchers to quantify the impact of these businesses. The USDA Agricultural Census is a useful tool to paint a picture of farming in Maryland down to the county level, but it does not isolate value-added production, explained Dudeck.

For example, the Agricultural Census data reveals that in 2012, 18 farms in Harford County harvested 53,939 bushels of barley, said Dudeck.

"But the census doesn't tell us what happens to that barley once it's harvested. Was it malted? If so, was the malting done here in Maryland? Did the malted barley supply local breweries or distilleries?" she said.

The report recommends the government and educational sectors work together to create a comprehensive database of valueadded businesses and their employment.

Other challenges reported by valueadded producers include impediments to locally-sourced ingredients and processing facilities. Thirty-two percent of the respondents to the survey stated that they source a majority of their ingredients from outside the state. This is common among wine, beer and distilled spirit producers, according to the researchers.

An estimated 25 acres of Maryland farmland are used in hops production - a key ingredient to beer brewing - despite the growing craft brewing industry. Further,

## FOR PURPOSES OF THIS STUDY, VALUE-ADDED AGRICULTURE IS DEFINED AS:

The adding of value to raw agricultural products by producers, processors, and/or small food business owners who use at least one Maryland grown ingredient, and where said processing is done in the [Baltimore Metropolitan Area]. Value is added by business practices that include:

- The segregation of products along identity and/or production characteristics;
- The physical change and/or repackaging of a product through processing activities;
- Agritourism ventures that provide an educational and/or interactive component to the public in connection with the production and/or processing of agricultural products;
- Forestry and energy industries that convert raw products into biofuels and/or consumer goods.

All of which add additional value to raw agricultural products from Maryland producers and meet a demand by consumers.

there is a lack of local processing facilities that offer malting, grape crushing, meat processing and co-packing services, which ultimately results in many locally grown ingredients being shipped out of state, according to the study.

"There is so much potential for our local economy if we can establish local supply chains from our farms to processing facilities and to the end producers in our region," said Michael Kelly, executive director of the Baltimore Metropolitan Council. "We have to build the connections between these small businesses and the farms creating raw ingredients if we want to grow our region's slice of the value-added pie."

The report recommends working with local government and industry organizations to promote the use of locally sourced raw ingredients and creating food entrepreneurship incubation zones to encourage the creation of small food producers.

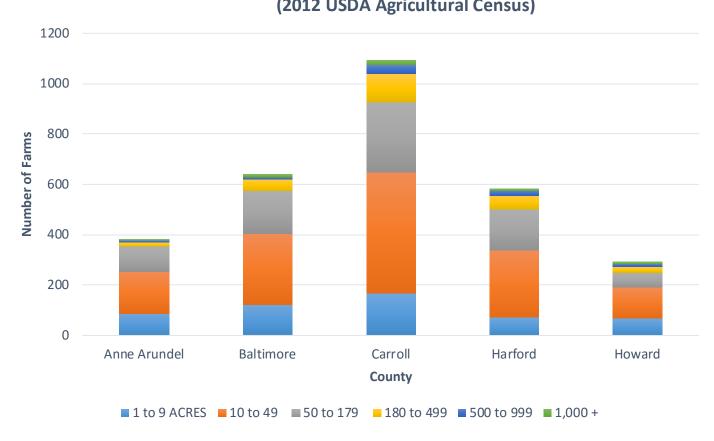
Like many small businesses, value-added producers also often experience trouble launching and growing their businesses due to difficulties accessing capital and navigating government bureaucracy, according to the report. Among other recommendations, the study suggests counties streamline application and approval processes; provide additional training to inspectors; and facilitate connections between small businesses and existing grant, loan and tax credits.

"Whether raising cattle for beef, malting barley for beer brewing, or harvesting apples for cider, VAA is a vital part of Maryland's farming identity and these businesses are job-creators for our future," Glassman said. "I hope this report sparks a discussion among government, industry and educational organizations about what each can do to help support our region's value-added industry."

# Total Value of Agricultural Products (2012 USDA Agricultural Census)



# Farm Size Distribution (2012 USDA Agricultural Census)



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The coffee that fuels your Black Friday shopping spree starts as beans loaded in shipping containers in Brazil. The containers then sail to a port in the U.S. and travel across hundreds of miles of highway and rail, before landing in a distribution center.

From there, they get shipped by truck to your local coffee shop where you purchase and consume it. What a journey for a 20-ounce cup!

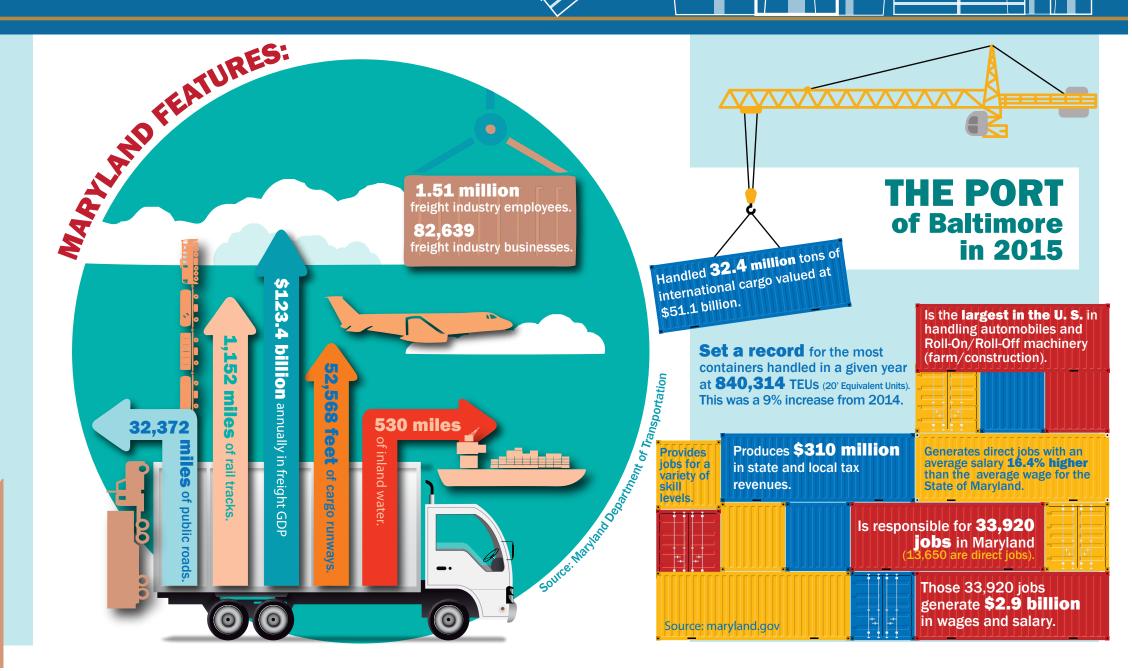


The movement of goods by water, rail, highway and air increases each November and December for the holiday season. The Baltimore region's

economy depends on the crucial and competent partnership between the freight transportation system owners and users – particularly those in state transportation agencies, regional and local government, the private sector and those with educational, advocacy and economic development organizations.

So hold on tightly to your reindeer reins and jingle bells, as we bring you the Baltimore region's freight and goods movement...
By the Numbers!





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Neal: Are you saying I could be stuck in Wichita?

Del: I'm saying you are stuck in Wichita.

— "Planes, Trains & Automobiles," 1987

# YULE HAVE TO PLAN AHEAD

The holidays are a time of celebration, of sharing food and exchanging gifts, and of spending time with friends and family.

They're also a time of bumper-to-bumper traffic, long security lines, and astronomical ticket prices. In short, to make all of the festivities happen, many of us must travel. Sometimes begrudgingly.

The Baltimore region in particular becomes a hub of travel - whether by vehicle, train or airplane - as the holidays approach. Local transportation experts project that holiday travel volumes will increase from 2015.

"We're looking at possible record-breaking numbers across all modes of transportation if all of the other holidays this year are any indication," said Ragina Cooper Averella, Public & Government Affairs manager for **AAA Mid-Atlantic**. "While the roads will be crowded around the holiday period, so will the airports and train stations."

Holiday travel congestion is not new, but don't throw out that holiday cheer just yet. There are ways to take hold of those reindeer reins and ease your travel anxiety. Early and efficient travel planning could make the difference between a smooth sleigh ride and a bumper-to-bumper mess.

"You really want to give yourself ample time, focus on safety, and definitely plan ahead," Averella said.

Local planners, too, work with state-of-the-art data systems to analyze the numbers and channel them into more effective decision making. So buckle in as transportation experts around the Baltimore region weigh in on how and when to travel by planes, trains and automobiles.





Story continues on Pages 18–23

#### So you plan to travel by plane...

The fact that passengers can move across the U.S. and internationally in a few hours, makes air travel a popular mode during the holidays, said Jonathan Dean, communications manager for the division of Marketing and Air Service Development at the Baltimore/Washington International Thurgood Marshall Airport (BWI.)

"The holiday periods are very heavy for travel at BWI. We continue to see record levels of passenger traffic," Dean said. "For Thanksgiving, Christmas and the end of the year, it'll be all hands on deck for airline and airport personnel."

While 2016 holiday projections are not yet available, more than 23.8 million passengers traveled domestically and internationally through BWI in 2015, a new all-time record. That upward trend is



#### Did you know?

Shortly before Thanksgiving and through the end of the calendar year, there is an increase in cargo flights, Dean said. Major parcel service shippers such as UPS, FedEx and Amazon will increase flights to meet volume of holiday gift shipments.

"When many people think of holiday travel and airports, they think primarily of passenger traffic, but we do see an increase in cargo shipments during the holiday period as well," Dean said.

expected to continue, as BWI acquires new airlines, and domestic and international markets. Through July 2016, BWI has seen 13 straight record-breaking months, Dean said.

However, time limitations make the heavy periods of travel around Thanksgiving, and between Christmas and the beginning of the new year quite different. Passengers generally have a shorter window in which to travel during Thanksgiving, with the concentration on the Wednesday before the holiday and the Sunday after it, Dean said. Those going away for Christmas and the end of the calendar year tend to spread out their travel during a longer time period.

Unsurprisingly, the most leisurely and sometimes least expensive time to travel during the holidays are on Thanksgiving Day and Christmas Day.



"Air travel drops off significantly on the actual holidays," Dean said. "Those are actually quite good days for a relaxing and quiet experience."

While the increase in passenger volume is a challenge, planning ahead can help those traveling avoid hiccups. Travelers, especially passengers who haven't flown in recent months, should pay attention to the recommendations of BWI and the **Transportation Security Administration** (TSA.)

"Planning ahead and forethought will help passengers enjoy the holiday period and make for a seamless traveler experience," Dean said.

Before stepping outside, travelers should pay particular attention to flight information, transportation to and from BWI, and security and luggage limitations, Dean said. All of this information, including a complete list of **prohibited luggage items**, is available on BWI and TSA's websites.

But even the most prepared travelers may face hours of airport time caused by flight delays. BWI, in an effort to make the airport experience as pleasant as possible, will kick off the holiday travel season by **opening a connector** between terminal concourses D and E, Dean said. The \$105 million project will increase international and domestic airport capacity, and will include a new check point, and food and retail concessions, a play area and gym for passengers. The goal is to ensure a better experience for passengers.

"It all goes back to customer service. We want our travelers to have a pleasant, efficient experience when they fly through BWI," Dean said.

Story continues on Pages 20–23

## QUICK TIPS: PREPARING FOR TSA SECURITY





Arrive at least 2 hours before your flight.



Bring an acceptable form of identification.



3-1-1: Liquids, aerosols and gels are limited to 3.4 ounces or smaller per container; 1 quart size, clear, plastic, zip top bag; and 1 bag per person.



Call 72 hours in advance. Make arrangements beforehand if you have special medical needs or disabilities.



Pack smart. Review and search for prohibited TSA items beforehand.



Dress smart. Shoes must be easily removed, as well as belts, wallets and other such items.



Military personnel: TSA provides U.S. Armed Forces personnel with expedited screenings, assistance for veterans or wounded warriors, and information for weapons transport for individuals and units.



Food is prohibited through the security check point. Concessions are available inside.



Those traveling with children may receive assistance.



All travelers are subject to advanced imaging technology



TSA offers pre-check services to speed up the security process.



For more information, follow TSA on Facebook Messenger, review the FAQs, or visit TSA at www.tsa.gov



Pro tip: TSA's Twitter handle includes photos of prohibited items found in luggage, and it's eye-opening! Follow @TSA



...By train...

**Penn Station in Baltimore City** is the eighth busiest Amtrak hub in the U.S., with approximately 90 trains routed through Maryland daily along the Northeast Corridor and 993,721 passengers in FY 2015. This makes train travel another heavy mode of transportation utilized throughout the holidays.

"Thanksgiving is the busiest season of the entire year for Amtrak," said Chelsea Kopta, who works in Government Affairs & Corporate Communications for Amtrak.

Amtrak defines its Thanksgiving travel period as the Tuesday preceding the holiday through the Monday following, with the heaviest traffic occurring on Tuesday, Wednesday and Sunday of that week. In 2015, Amtrak carried 751,066 passengers during this

time period, a figure expected to be duplicated in 2016, Kopta said.

"Last year, the Sunday after Thanksgiving was the single busiest travel day of the year for Amtrak with more than 141,000 customers traveling across our national network in a single day," Kopta said. "We expect similar customer counts again this year."

Those who plan to travel through Amtrak should book their tickets well before Thanksgiving when prices are more reasonable, as they tend to sell out quickly, Kopta said. In addition, morning trains typically have more availability than trains in the afternoon or evening.



Other travel tips Amtrak provides to passengers during the Thanksgiving holiday include:

2+2 = Free: Customers can bring two bags and two carry-ons, collectively weighing up to 150 pounds, for free. Excess baggage will cost \$20.

Arrive Early: Allow plenty of time at stations prior to departure – at least 45 minutes beforehand if picking up tickets. Arrange for pre-boarding if you need extra time or assistance and use Amtrak Red Cap agents to help you with your baggage.

**Check Train Schedules:** Make sure to check holiday train schedules prior to arriving at the station.

**Carry Photo ID:** Customers are required to show valid photo identification when purchasing tickets. Make sure to carry valid photo ID at all times, as it may be requested aboard trains.

**Be Safe:** Be aware of your surroundings, stand back from the edge of the platform, do not leave your bags unattended, and watch your step when boarding or leaving the train or when walking between cars when the train is in motion.

All Aboard Pets: Bring your furry friend to Thanksgiving dinner. Amtrak welcomes cats and dogs weighing 20 pounds or less for only \$25. Make sure to bring the appropriate carrier. Some restrictions apply.

**Bring Your Bike:** Some places are meant to be explored on two wheels. Reserve a space for your bike on select routes.

#### ...By automobile

Low gasoline prices and other economic factors mean the majority of those traveling during Thanksgiving, and around Christmas and New Year's Eve will do so by vehicle, said Ragina Cooper Averella, of AAA Mid-Atlantic.

"If the other holidays for this year are any reflection, we expect to see a really robust Thanksgiving holiday travel period as well," Averella said.

In 2015, AAA Mid-Atlantic **projected** that more than 47 million people in the U.S. and 1 million in Maryland would travel for Thanksgiving. Last Christmas, the organization **projected** that 100 million people in the U.S. and 2.2 million Marylanders would travel, Averella said.

Traveler projections for the 2016 holidays will be available within the next few weeks, she said. AAA Mid-Atlantic anticipates a continued increase in travel, as Memorial Day weekend and July 4 each experienced the **highest traveler volume** since 2005.

"There will be many people traveling, so it's important to plan ahead," Averella said.

For Thanksgiving, the majority of travelers will go by vehicle from the Wednesday before to the Sunday after, she said. Those traveling will see the lightest volume before 6 a.m. and after 11 p.m. on Tuesday and Wednesday, and before 9 a.m. and after 9 p.m. from Thanksgiving through the Sunday after the holiday.

Traffic between Christmas and New Year's Day is heaviest from December 23 through January 3, she said.

"We want to inform motorists and travelers in general, so that they know what to expect," Averella said.

Safety, too, is a huge factor when traffic volume increases, Averella said. AAA Mid-Atlantic recommends: Drivers check to make sure that vehicles are properly maintained before hitting the road; rules of the road are followed at all times; valuables and other cargo are properly secured; routes to your destination are mapped in advance; and phones are charged in case of an emergency.

In addition to traffic volume, weather, construction and crashes are incidents that could factor into holiday travel. Averella recommends motorists stay up-to-date on all possible incidents on the road by monitoring social media and websites for the Maryland State Police, Maryland Transportation Authority (MDTA), Maryland Department of Transportation (MDOT) and State Highway Administration (SHA), as well as AAA Mid-Atlantic.

"We work very well with the other agencies in the state, helping to reiterate their messages as well as our own," Averella said.

Story continues on Pages 22–23

"We all value our time," Pack said. "You and I value our time out on the road differently than a UPS driver, who has to get to a destination on time or they're losing lots of money."



Did you know?

AAA works with IHS, a global information company, to determine its holiday projections for domestic travel volume, Averella said. The company factors in economic variables, such as employment, household net worth, housing market indicators, interest rates, tourism, gas prices, airline travel data and hotel space.

"We look at a wide range of economic factors when determining our projections because travel, to a lot of people, is a discretionary household expense," Averella said.

The Baltimore region's proximity to major national roadways means that its traffic volume challenges are exponential. So solid partnerships are in place between those working behind the scenes at state, regional and local transportation organizations to help solve problems with congestion, safety and travel time.

"The I-95 Corridor is one of the world's largest economies, not just in the U.S. or the region," said Michael Pack, director of the Center for Advanced Transportation Technology (CATT) Laboratory at the University of Maryland. "You've got a lot of goods, that are moving up and down the East Coast; you've got a lot of people trying to move up and down the East Coast; and you can only manage traffic and situations on these important roadways if you know what's going on out there in real-time."

The CATT Lab uses probe data gathered from tracking drivers' cell phone and GPS movement, Pack said. The data can be used in real-time to help manage on-road Day weekend 2015 to demonstrate how

AAA Mid-Atlantic 2015 MD Travel Projections by Mode

#### Thanksgiving



904,000, or 90.5 percent, traveled by vehicle



73,000, or 7.3 percent, traveled by air

21,000, or 2.2 percent, traveled by other modes, such as trains and buses

#### Christmas



1.9 million traveled by vehicle



114,400 traveled by air



80,200 traveled by other modes, such as trains and buses

incidents, or pulled from the archives to show historical patterns during specific time periods such as holiday travel. That data is then made available to travelers, government agencies and transportation planners, so that they can make better decisions about planning.

"While we don't predict what holiday travel is going to be like this coming Christmas or Thanksgiving, we do have the ability to go back and show you what the past six or seven Thanksgivings looked like on the heavy travel days, and compare those to normal travel days so that you can make better, more informed decisions about when to be out on the road," Pack said. "If you see this traveler information and you decide to leave three hours earlier to avoid congestion, you're helping other people who decide to leave later."

On August 29, the Baltimore Metropolitan Council (BMC), which works with the CATT Lab through the I-95 Corridor Coalition, published data from Labor

travelers moved over the Baltimore region's roadways that Thursday, Friday, Saturday, Sunday and Monday. The information, which BMC packaged into five side-by-side interactive gifs, provided the public with hard data to better plan individual holiday weekend travel.

"Our goal is to improve the experience for our region's travelers. This information allows the public to see how travelers move, and what day and time there is the most and least congestion," said Ed Stylc, transportation planner at BMC. "It's really cool. There's no doubt about that."

BMC plans to publish similar animation leading up to the travel weeks of Thanksgiving and Christmas, Stylc said.

"Thanksgiving is the big travel day of the year," Stylc said. "Gas is relatively cheap right now, so traveling by vehicle will be as popular as ever, and people may choose to drive, as opposed to fly."

The bigger picture of the CATT Lab and its partners' work is to solve the problems of the day-to-day on these major roadways.

"We all value our time," Pack said. "You and I value our time out on the road differently than a UPS driver, who has to get to a destination on time or they're losing lots of money."

The I-95 Corridor Coalition, which is made up of Metropolitan Planning Organizations (MPOs), Departments of Transportation (DOTs) and other stakeholders up and down the East Coast, collects data from thousands of organizations for the CATT Lab. Planners can then analyze the data, identify where the biggest problems are, try to figure out how to mitigate congestion, and quantify the efforts' successes.

"Just trying to identify the problem locations is half of the battle. It's an incredible thing to allow people to interact with this data and see for themselves where these spots are and see exactly how bad the congestion is," Pack said. "Having these tools and having this data is a monumental leap in capability from what the DOTs were able to do a few years ago."

For example, when a crash occurs, other drivers can see it through the CATT Lab's live map, avoid that roadway by finding an alternative route, saving themselves time and minimizing the possibility of a secondary incident.

"A better informed public means better decision-making," Pack said. "If you get people to make better travel decisions, then you're minimizing the kind of congestion that is out there and you're minimizing the number of incidents. It may seem hard to believe but good traveler information can save lives."

Internally, too, the CATT Lab's data saves planners time and money, Stylc said. In 2005, BMC would have spent hundreds of thousands of dollars to have staff go out twice a year to conduct surveys, and then record and analyze the data.

"Now it's all in-house. It's so much cheaper to do things and it's at the click of a button," Stylc said. "Studies that

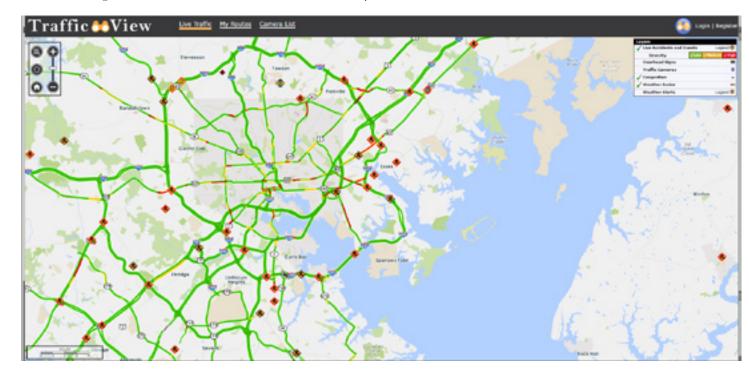
used to take 3-4 months can be done in 10 minutes, which means that you can do more of those studies or you've freed up your people to take on new projects."

From this information, BMC publishes quarterly bottleneck reports and an annual "Top 10 Worst Bottlenecks" list.

"Whether it's holiday travel, which is stressful enough, or our daily commute, we're trying to take the guesswork out of your drive," said Michael Kelly, executive director of BMC.

So to ensure that travelers arrive at their destinations with plenty of holiday cheer - whether moving by plane, train or automobile - they should plan ahead, time their trip, keep safety in the front of their minds, and follow along with the Baltimore region's many communication tools.

"Remember to pack your patience," Averella said. "You will not be the only one on the road, at the airport, or at the train



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# Counties work together to address challenges of Next Generation 911 implementation



n Friday, September 23, BMC and the Maryland Association of Counties (MACo) hosted the Next Generation 911 Roundtable: What's Next for Maryland Counties?

More than 80 emergency managers, public safety answering point directors, public safety personnel and GIS staff from across Maryland attended the event. Local, state, and national experts spoke about the best practices, challenges, and implementation of the **Next Generation 911 initiative**.

"Next Generation 911 is coming quickly and we have to embrace it," said Steve Souder, director of the Department of Public Safety Communication in Fairfax County, Virginia, one of the event's panelists. "If Google can do it, and we can use our cell phones to order a pizza or an Uber, there's no reason we can't use them to save a life."

(Left to right) Facilitator and Kevin Aftung, director of the Anne Arundel County Office of Emergency Management, and panelists Trey Forgety, director of Government Affairs with the National Emergency Numbers Association; Steve Souder, director of the Fairfax County Department of Public Safety Communications; and Lori Stone, Region III lead with FirstNet, address the challenges to Next Generation 911 implementation. Photo: BMC

Improving public safety and emergency data sharing through regional Geographic Information System (GIS) coordination has been a priority for BMC during the last year. The federal Next Generation 911 initiative is one of many ways that geospatial technology is being used to improve emergency response in the region.

Jurisdictions around Maryland and in the Baltimore region are working to address the challenges that come with Next Generation 911 implementation. Many hope the system will improve and enhance the handling of 911 calls, particularly from cell phone users. They also seek to use technology that will increase response times, location accuracy, and allow the

sharing of text, photo, and video data by callers to 911 operators and First Responders.

But the implementation of new GIS and other updates will be costly, which is why statewide and regional discussions are important to help governments plan ahead and keep upgrades cost-effective.

"Next Gen 911 should be significantly more reliable," said Trey Forgety, director of government affairs with the National Emergency Numbers Association, who served on the event's panel. "We're looking at a vastly more robust system than we're working with."



(Left to right) Michael Powell, a consultant to the Baltimore City Mayor's Office of Emergency Management; Robin Clark Eilenberg, research director for MACo; and Eileen Singleton, principal transportation engineer with BMC, facilitate discussion with county emergency managers. Photo: BMC

#### **MACo highlights** of the event include:

- Trey Fogerty, director of Government Affairs of the **National Emergency Numbers Association**, spoke about issues with cyber security and reliability of current 911 systems, as well as opportunities for improvement with Next Generation 911 systems. Fogerty also pointed out that Next Generation 911 is necessary because there are significant gaps between the data that can be sent via cellphone over data networks and the information most emergency call centers are capable of receiving.
- Steve Souder, director Fairfax County Department of 911/Public Safety Communications, discussed the importance of accurate GIS mapping for the successful implementation of Next Generation 911. Souder stressed that GIS is of utmost importance to Next Generation 911 because it will be the lone utility that determines where a call was made from and where it will be routed.
- Emergency Number Systems Board, spoke about the challenges of federal regulation for Next Generation 911. Roper also discussed the importance of collaboration between local government officials and wireless telephone carriers, especially in the event of a system failure.
- Dave Sehnert, senior consultant, **Mission Critical Partners;** and Lori Stone, Region III Lead, **FirstNet**, spoke about the technological capabilities of Next Generation 911, along with a potential increase in staff required to implement new technologies associated with the platform.



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!

B'more connected to B'more Involved:





The Maryland Department of Transportation's Maryland Transit Administration (MTA) will hold a series of public workshops to present plans on dedicated bus lanes on several major downtown streets, as well as public hearings on proposed New Express Commuter Bus service.



Dedicated bus lanes are part of MTA's BaltimoreLink project to improve the quality and reliability of bus service across the Region. Dedicated lanes will allow buses to move more quickly through downtown as well as help keep

them on schedule. At the workshops, BCDOT and MTA will share concepts under consideration and listen to your ideas about how the lanes could work.

#### War Memorial 11 a.m.-2 p.m.

Memorial Hall 101 N. Gav Street Baltimore, MD 21202



**University of Baltimore** 4-7 p.m.

Wm. H. Thumel Sr. Business Center, Multipurpose Room



**University of Maryland** 4-7 p.m.

Baltimore SMC Campus Center, Elm Room A



# TRANSPORTATION





You can help shape the future of transportation: Volunteer to serve on the **BRTB Public Advisory Committee** 

Transportation affects each of us, each day, but not in the same way. That is why it is essential that a wide variety of individuals, businesses, and organizations are engaged in the regional transportation planning process and that their voices are heard.

The Baltimore Regional Transportation Board (BRTB) is currently accepting applications for volunteers to serve on its Public Advisory Committee (PAC).

The PAC is a diverse group of residents, representatives of community organizations, and industry professionals that:

• Provides essential independent advice and feedback to the BRTB about regional transportation plans (long-and shortrange) and related issues.

- Assists in outreach efforts and public participation in the regional transportation planning process.
- Promotes principles of transportation equity and environmental justice in the regional transportation planning process.

Residents or representatives of organizations in the Baltimore region are encouraged to apply. Volunteers from Anne Arundel, Carroll, Harford, Howard, and Queen Anne's Counties are particularly needed.

The deadline to submit applications is Wednesday, November 30. Terms begin January 2017. Apply today to serve on the BRTB Public Advisory Committee.

#### **Public Hearings on New Express** Commuter Bus service

MTA proposes new Express Commuter Bus service operating between Baltimore, Annapolis, and Kent Island, on line Nos. 210 and 215. The proposed service is part of MTA's **BaltimoreLINK** project to improve the quality and reliability of bus service across the Region, and would be effective on or about March 1, 2017.

**14** 

War Memorial, 6-8 p.m.

Assembly Hall 101 N. Gay Street Baltimore, MD 21202

**Kent Island Senior Center** 6-8 p.m.

WHEN DRIVING: Watch and Stop for Pedestrians

WHEN WALKING: Stay Alert and

Use Crosswalks

Carpent Department To Family

891 Love Point Road Stevensville, MD 21666

Look up. Look out.

**Annapolis Regional Library** 1410 West Street Annapolis, MD 21401

2 NOV

**Safe Routes to School** Webinar, 3 p.m.

**EVENTS + ACTIVITIES** 

WITH DEADLINES

Study, 6-8 p.m.

2501 Seabury Road

Baltimore, MD 21225

Middle School

**I-95** Access Improvement

Dr. Carter G. Woodson Elementary/

**COMMENTS DUE - Annapolis' Upper West Street Opportunity Area Study** 

**Applications due - Every Body Walk! Micro Grants.** 

**Transportation Research Board Annual Meeting** 



Transportation affects all of us. By getting

involved in the BRTB's planning process, you can help to shape the future.

The BRTB meets regularly to work on regional transportation activities, events, educational campaigns, plans, and to vote on key decisions. Public comment also is a vital part of many of these initiatives. We hope to see you at any of our upcoming meetings. Check out our information on testimony rules and procedures, as well as our guide to making a public comment.

All meetings take place at BMC, located at the Offices @ McHenry Row, 1500 Whetstone Way, Suite 300, Baltimore, MD 21230. Visit www.baltometro.org for a full list of upcoming public meetings.

**Public Advisory Committee** 

9 a.m.

**BRTB January Meeting,** 9 a.m.

**BRTB** November Meeting 9 a.m.

Meeting, 5:30 p.m.

**BRTB** December Meeting,

**Public Advisory Committee** Meeting, 5:30 p.m.

1 IN 3 FATAL TRAFFIC CRASHES AT NIGHT IS DUE TO ALCOHOL-IMPAIRED DRIVING

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#### HOLIDAY HUSTLE AND BUSTLE IN FULL SWING



Shopper Jam — As usual, the day following Thanksgiving, in this case on November 25-26, 1966, with its lure of sales and getting a head start on Christmas gift buying, brought thousands of shoppers, like these crossing at Howard and Lexington streets, to downtown shops and department stores. Photo: By Weyman D. Swagger, courtesy of the Maryland Historical Society Photographs