

Facing the 6-Year Transportation Funding Squeeze

The region needs to more than double its anticipated transportation revenue in order to fund key transportation priorities in the next six years, according to a draft analysis reviewed by the Transportation Planning Board at its meeting on January 21.

The draft study of six-year funding needs found that transportation revenues between 2005 and 2010 will be \$12.2 billion, while total

needs will be \$25.4 billion. The shortfall was identified at \$13.2 billion over the next six years.

The analysis will be released in a brochure and made available to state legislatures and the U.S. Congress when those bodies consider funding for the Washington region in the

*See **Funding Squeeze** on page 2*

Street Smart Campaign Is Having An Impact

“Every seven minutes a pedestrian or cyclist gets killed or injured on our roads today.”

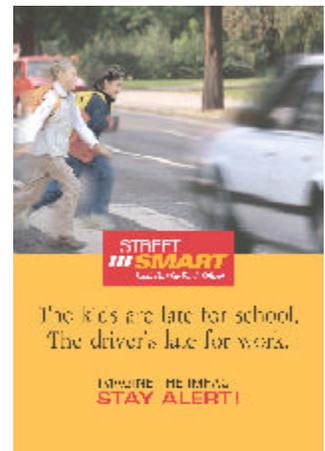
This has been a central message of the Street Smart pedestrian safety campaign initiated by the Transportation Planning Board in 2002. The second installment of the campaign will be launched this April with radio advertising, posters at transit stations and on the backs of buses, and other outreach. The campaign first ran in October and November of 2002.

Street Smart has driven home the message that a moment of carelessness can result in irreversible tragedy.

One radio spot in 2002 featured the voices of real people. A veteran police officer described the difficulty of telling a mother that her child had been killed. A paraplegic woman said her

life was turned upside down in a split second, even though she was walking in a crosswalk and obeying the traffic light. A man described having to drive every day through the intersection where his father was hit and killed.

Because males ages 18-44 are the primary offenders in pedestrian safety incidents, they were targeted. The campaign gave special emphasis to high density Hispanic areas as well as areas with a high number of incidents. Outreach material was



The Street Smart campaign is emphasizing that a moment of carelessness can result in irreversible tragedy.

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upcoming legislative cycle. The Congressional reauthorization of federal transportation programs, which is expected this year, represents an important opportunity for the Washington region to boost transportation funding levels.

This study was initiated last fall in response to comments by TPB members that the financial analysis for the 2003 update to the Constrained Long-Range Plan (CLRP) does not focus enough attention on unfunded near-term needs.

Federal law requires the CLRP to include only projects for which funding is anticipated to be available. The CLRP's financial constraint creates a prioritization process through which unfunded projects are left out of the CLRP or simply included as "studies."

The six-year financial study is focusing on projects that were left out of the CLRP or not fully funded. Through the study, these key short-term needs have been identified by the transportation implementing agencies, including

the state departments of transportation and the Washington Metropolitan Area Transit Authority (WMATA), which runs the Metro system. The short-term financial analysis only included capital projects that the agencies determined they could and should implement in the next six years if sufficient resources were available.

According to the financial analysis, WMATA needs more than \$2.2 billion during the next six years just to fund vital preservation expenses, and additional equipment and services to accommodate new riders.

TPB members emphasized that Congress must be informed of the consequences of not increasing transportation funding.

"We need \$300 million in the next six years to prevent bridges from crumbling—not to build new bridges," said Michelle Pourciau of the District Department of Transportation.

Congress is currently considering a number of bills to reauthorize the federal transportation programs. TPB members said that the bill currently in the House of Representatives would have the highest level of funding and would come closest to meeting the region's needs.

"We've got to make sure that this brochure screams that message," said TPB Chairman Chris Zimmerman. ■

TPB Alphabet Soup

CAC	-	Citizens Advisory Committee
CLRP	-	Constrained Long-Range Plan
COG	-	Metropolitan Washington Council of Governments
DDOT	-	District Department of Transportation
EPA	-	U.S. Environmental Protection Agency
FHWA	-	Federal Highway Administration
FTA	-	Federal Transit Administration
MWAQC	-	Metropolitan Washington Air Quality Committee
MDOT	-	Maryland Department of Transportation
SIP	-	State Implementation Plan for air quality
TERMs	-	Transportation Emission Reduction Measures
TIP	-	Transportation Improvement Program
TPB	-	Transportation Planning Board
UPWP	-	Unified Planning Work Program
VDOT	-	Virginia Department of Transportation
WMATA	-	Washington Metropolitan Area Transit Authority

Upcoming February Agenda

The TPB's February agenda is expected to include:

- Approval of appointments to the TPB Citizens Advisory Committee for 2004.
- Report on "ozone transport" in the Washington Region. "Ozone transport" is the term used for ozone pollution that is carried by the wind for considerable distances from one region of the country to another.
- Review and release for public comment of the draft FY2005 Unified Planning Work Program and the draft FY2005 Commuter Connections Work Program.
- Briefing on project submissions for the 2004 Constrained Long-Range Plan (CLRP) and FY2005-10 Transportation Improvement Program (TIP). ■

Street Smart

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produced in Spanish.

An evaluation of the first campaign shows it had some impact. A comparison of surveys before and after the campaign found that awareness about pedestrian safety issues had increased 11 percent. This awareness included knowledge of a police crackdown on drivers failing to yield to pedestrians.

But research shows that deep-rooted behaviors cannot be changed quickly. Campaigns against smoking and drunk-driving repeated the same messages for 7-10 years before cultural shifts occurred to challenge previously acceptable behaviors.

The Street Smart campaign is funded with federal safety funding committed by the states of Maryland and Virginia, and the District of Columbia. Local matching funds are provided by Arlington, Fairfax, Montgomery and Prince George's counties. This year's campaign is

"Think of the Impact You Could Make"

One of four radio spots that ran in the Washington region.

DRIVER: I'm a good driver. I look for cars. I pay attention.
[Sound of screeching wheels and the brief scream of a child.]
I should have seen the little girl in the crosswalk.

ANNOUNCER: Every day 200 pedestrians are killed or injured. When a driver or a pedestrian doesn't look, the result can be tragic. What if you or someone you care for were involved? Look for pedestrians. Stop for them. Stay alert at crosswalks and intersections. Think of the impact you could make.

funded at \$382,500.

The bulk of funding will be spent on radio advertising beginning in April. Because the budget for the program is larger than in 2002, the campaign may also run paid public service announcements on cable television stations. ■

Other January Agenda Items

Other items on the TPB's January agenda included:

- **Approval of letter to WMATA transmitting the TPB Access for All Advisory Committee's recommendations regarding transit services for people with disabilities.** While commending WMATA's initiatives to get more people with disabilities to use fixed-route transit, the committee's recommendations focused on three key points: 1) improve coordination with other transit systems; 2) improve the reliability of the fixed route system, and 3) conduct a study of MetroAccess, the region's curb-to-curb paratransit service. See last month's *TPB News* for a synopsis of the recommendations or go to www.mwcog.org/transportation.

- **Approval of the Solicitation Document for the 2004 Constrained Long-Range Plan (CLRP) and**

Fiscal Year 2005-10 Transportation Improvement Program (TIP). The Solicitation Document lays out the official process for submitting projects for the CLRP and the TIP. Although the CLRP must be comprehensively updated every three years, it is typically amended every year. The Solicitation Document represents the beginning of the amendment process. A new TIP is typically developed every year.

- **Deferral of appointments to the TPB's Citizens Advisory Committee.** These appointments are expected in February. ■

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Calendar of Events

Dates and times subject to change. All meetings are at COG unless otherwise indicated. If you are in need of special assistance to participate in meetings, please call (202) 962-3315 or (202) 962-3213 (TDD). Bicycle racks are located in the parking garage at 777 N. Capitol St., NE (Enter from 1st Street).

February 2004

- February 3 — Regional Transportation Demand Management (TDM) Marketing Group (10 am)
- February 6 — TPB Technical Committee (9 am)
- February 6 — TPB Program Committee (noon)
- February 10 — Management, Operations and Intelligent Transportation Systems (MOITS) Policy and Technical Task Forces Joint Meeting (12:30 pm)
- February 12 — TPB Citizens Advisory Committee (6 pm)
- February 13 — Joint Technical Working Group for the Regional Mobility and Accessibility Study (noon)
- February 17 — Commuter Connections Subcommittee (10 am)
- February 17 — Commuter Connections Transportation Demand Management (TDM) Evaluation Group (noon)
- February 18 — Transportation Planning Board (noon)**
- February 24 — Travel Management Subcommittee (11 am)

March 2004

- March 5 — TPB Technical Committee (9 am)
- March 5 — TPB Program Committee (noon)
- March 9 — Management, Operations and Intelligent Transportation Systems (MOITS) Policy and Technical Task Forces Joint Meeting (12:30 pm)
- March 11 — TPB Citizens Advisory Committee (6 pm)
- March 12 — Joint Technical Working Group for the Regional Mobility and Accessibility Study (noon)
- March 16 — Commuter Connections Subcommittee (10 am)
- March 16 — Commuter Operations Subcommittee (noon)
- March 16 — Bicycle and Pedestrian Subcommittee (1 pm)
- March 16 — Commuter Connections Employer Outreach Ad-Hoc Group (2 pm)
- March 17 — Transportation Planning Board (noon)**
- March 19 — Travel Forecasting Subcommittee (9 am)
- March 24 — Aviation Technical Subcommittee (10:30 am)
- March 25 — Access for All Advisory Committee (noon)

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