



**PUBLIC TRANSPORTATION BOARD**

June 28, 2016

7:00 p.m.

The George Howard Building  
3430 Court House Drive, Ellicott City, MD 21043

\*\*\*\*\*

**AGENDA**

1. Approval of the May 24, 2016 Minutes
2. Announcements
3. Public Comment
4. Old Business
  - Fare Change Policy
  - RTA Bus Replacement
  - Role of the Public Transportation Board- bike/ped committee
  - Regional Transportation Agency Commission
  - Transit Development Plan
5. New Business
  - Regional Transit Agency Public Communication
6. Adjournment

Future PTB Meetings Dates

July 26, 2016  
September 27, 2016  
October 25, 2016  
December 7, 2016  
January 24, 2017

For confirmation, please call the Office of Transportation at 410-313-3130.



**PUBLIC TRANSPORTATION BOARD MINUTES**

*June 28, 2016 at 7:00 p.m.*

---

**Members Present:** Ron Hartman, Chair  
Jason Quan  
Astamay Curtis  
Alice Giles  
Hector Garcia

**Staff:** Clive Graham, Executive Secretary  
John Ainsley, Recording Secretary

**Excused:** Larry Schoen  
Earl Armiger

---

1. **Approval of the May 24, 2016, Minutes**

The Minutes were approved by a vote of 5-0.

2. **Announcements**

There were no current announcements.

3. **Public Comments**

Two members of the public attended the Public Transportation Board meeting. Ms. Miriam Bennett commented the RTA and County websites should be updated as it is hard to find the Regional Transportation Agency (RTA) website and the County website has several broken links (content no longer available). Mr. Philip Nichols, County Administration, explained that Google searches of the new County website web pages use prior history rather than the current General Transit Feed Specification files. The search issues have shown a large number of broken links across the entire Howard County website and are being remedied as the broken links are found.

Clive Graham demonstrated that it was possible to find the route that Ms. Bennett had been searching for – but one’s computer needs to “learn” the right information pathway.

Ms. Sue Poole, RTA, commented that the RTA is currently reviewing a new Automatic Vehicle Location (AVL) system that would update the website using new and improved 4G technology.

Ms. Kate Wedic suggested the RTA bus system needs to be updated to address the needs of the community for years to come. She suggested the quality and safety of the buses need improvement as do the timetables and route coordination. Future systems should be designed so riders choose to ride buses instead of continuing to choose to ride in cars.

Ms. Wedic also suggested there should be more than one transit hub and to add a “cross town” bus in Howard County.

The board thanked the public members for their input, comments and suggestions.

#### **4. Old Business**

##### **Fare Change Policy (Update)**

Mr. Graham said that the Office of Transportation held a public meeting on June 16, 2016 at the Regional Transportation Agency (RTA) office regarding Policy on Fare or Service change. The policy sets forth the decision making process, including public input requirements, for approving fare or service change in the RTA service area. Anne Arundel County and three members of the public attended and gave input.

Clive said he was working with Anne Arundel County to resolve its concerns.

##### **Regional Transportation Agency Bus Replacement (Update)**

Mr. Graham reported that Howard County’s adopted FY17 budget includes Howard County’s share of funding to replace 11 buses. Currently Howard County is contributing approximately 70% of operational costs of the RTA, where Anne Arundel County’s share is 20% and Prince George’s County is 10%. In Spring 2016 Prince Georges County provided five used (approx. 10 year old) Thomas buses for RTA use.

##### **Role of the Public Transportation Board- bike/ped committee**

Mr. Nichols presented a draft of the potential changes to the Public Transportation Board’s role and responsibilities as set forth in the County code. These changes were drafted in response to previous discussions by the Board to expand their role from just solely focusing on public transit, to evaluating transportation options comprehensively. This new role would evaluate multiple transportation modes, including pedestrian, bicycle, vehicular, and public transit.

After discussing the changes with the members of the Board, Mr. Nichols agreed to forward some edits to the draft. Overall the Board members were pleased with the drafted changes to the Board’s role and responsibilities. Mr. Nichols said he would keep the Board apprised of the progress of the legislation, and he requested that if the Board members had any additional thoughts, comments, or questions, that they could reach out to him directly.

##### **Regional Transportation Agency Commission (Update)**

Mr. Graham advised that a full draft of the Memorandum of Understanding (MOU) and Bylaws for the RTA Commission had been completed. They were currently being reviewed by Anne Arundel County but he believed that both Howard and Anne Arundel Counties were in agreement. After this review the MOU and By-laws would be

forwarded to Prince George's County and to the City of Laurel for review. Once all partners were in agreement and have signed, the RTA Commission could be seated.

It is intended that the new Commission would have an orientation meeting in August and to also attend the monthly Partners' Meeting to meet the Partners and get an understanding of current processes, issues and procedures.

### **Transit Development Plan – TDP (Update)**

Mr. Graham gave a presentation and update of the Transit Development Plan. He advised that the Office of Transportation (OoT), Maryland Transit Administration (MTA), and KFH Group (KFH) along with area partners were currently scoping out the study program for TDP. Preliminary objectives are to:

- Make transit a choice, not an option of last resort;
- Put the RTA on a solid footing for future delivery of robust transit service to multiple user groups;
- Revise routes that have not been reassessed in many years; explore route options to serve new development and locations not currently served.

Mr. Graham presented the first part of a briefing paper he had developed with background information about transit in the RTA service area. He suggested devoting part of next month's PTB meeting to complete the presentation.

## **5. New Business**

### **Regional Transportation Agency Public Communication**


Ms. Sue Poole of the RTA gave a presentation on public communication and its role at the RTA. Ms. Poole's presentation included detailed summaries on the following topics;

- How the RTA communicates with the public
- Processes and procedures used to communicate a 30-Day Public Announcement or Public Hearing: (following Title VI and MTA procedures)
- Processes and Procedures for weather/traffic incidents affecting service
- Challenges the RTA faces communicating with riders


Jason Quan suggested that the RTA use Text Support on the website where riders can sign up and receive messages such as "Delay due to weather events". Hector Garcia suggested a phone application be developed as most riders now are phone based versus computer based. He also urged the RTA to provide communication in different languages.

6. **Adjournment**

Mr. Hartman adjourned the meeting at 8:35 pm. The next Public Transportation Board meeting is scheduled for **July 26, 2016 at 7:00 pm.**

  
\_\_\_\_\_  
Clive Graham  
Executive Secretary

7/12/16  
Date

  
\_\_\_\_\_  
John Ainsley  
Recording Secretary

7/12/16  
Date



## RTA Communications and Marketing

### How Does the RTA Communicate with the Public?

- Rider Announcements on buses / paratransit vehicles
- RTA Website (115 languages) and Partnering Government Sites; Howard County, Anne Arundel County, Prince George's and the City of Laurel
- Print Media; Newspapers, Magazines; yearly and bi-annual editions, Event Publications, Flyers, Rider Announcement Cards
- Social Media; Twitter; [@transitRTA](#), Facebook
- Customer Service Department; [\(800\)-270-9553](tel:800-270-9553); 6,400 calls/month
- Cable Channel Networks with Government Agencies
- Email blasts with rider announcement sent to hub locations; Columbia Mall, Arundel Mills, Laurel Mall
- Email blasts with rider announcement sent to area Community Organizations; Senior Centers, Libraries
- Press Releases and Media Announcements; 110 media contact distribution; TV, radio, print, non-profit organizations
- Temporary Signs; bus shelters and hubs as needed for relative changes
- Outreach Events and Organizations; 13 events/year

### Process and Procedure to communicate a 30-Day Public Announcement or Public Hearing: (Title VI and MTA procedures are followed)

- Rider announcements are posted on all the buses and paratransit vehicles 30-days in advance of actual hearing date both in Spanish and English.
- A print ad is created outlining the details of the service or policy change, process to comment; snail mail, email; [consumer@transitRTA.com](mailto:consumer@transitRTA.com) or in-person (special accommodations are offered). Print media may include; Howard County Times, Laurel Leader, Baltimore Sun and Capital Gazette. Selection is based on area affected.

- Ad content is posted on [transitRTA.com](http://transitRTA.com) website. A link is provided to local government agencies to host on their site. A blog is created on the site for riders to comment and ask questions of the staff.
- Email blast and rider announcement is sent to local community organizations to post for riders; libraries, senior centers, hubs
- Voice Announcement is created for our 800# line.
- Calls coming into our customer service department are tracked and special accommodation appointments are made for riders to attend a public meeting.
- Twitter is used to announce the hearing with a link to provide comment via web on blog.
- If a local event is occurring during the 30-day process, will host materials relative to issue.
- Press and radio contacts may be notified depending on issue and awareness needs.

#### **Process and Procedure for weather/traffic incidents affecting service**

- Voice Announcement is placed on the 800# customer service line.
- Email blast to media contacts, hub locations, community organizations and partners to host on government sites or cable channels.
- Website announcement is posted.
- Twitter site is used.
- Rider announcements are posted.

#### **Challenges we face communicating with our riders**

- AVL System; (Automatic Vehicle Locator) with NextBus; current system provides 45-60% accuracy; spurs excessive customer service complaints and calls; "Where is my bus?"
- Non web-users rely heavily on printed schedules, difficult reach.
- No mobile application text alert system. With a better AVL solution and increased accuracy of data, rider's sign up for an alerts when there are changes in bus arrivals. Increased self-sufficiency, reduction in service complaints.

Introduced \_\_\_\_\_  
Public Hearing \_\_\_\_\_  
Council Action \_\_\_\_\_  
Executive Action \_\_\_\_\_  
Effective Date \_\_\_\_\_

## County Council of Howard County, Maryland

2016 Legislative Session

Legislative Day No. \_\_

**Bill No. \_\_\_\_\_ -2016**

Introduced by: The Chairperson at the request of the County Executive

AN ACT authorizing.

---

Introduced and read first time \_\_\_\_\_, 2016. Ordered posted and hearing scheduled.

By order \_\_\_\_\_  
Jessica Feldmark, Administrator

Having been posted and notice of time & place of hearing & title of Bill having been published according to Charter, the Bill was read for a second time at a public hearing on \_\_\_\_\_, 2016.

By order \_\_\_\_\_  
Jessica Feldmark, Administrator

This Bill was read the third time on \_\_\_\_\_, 2016 and Passed \_\_\_\_, Passed with amendments \_\_\_\_\_, Failed \_\_\_\_\_.

By order \_\_\_\_\_  
Jessica Feldmark, Administrator

Sealed with the County Seal and presented to the County Executive for approval this \_\_\_\_ day of \_\_\_\_\_, 2016 at \_\_\_\_ a.m./p.m.

By order \_\_\_\_\_  
Jessica Feldmark, Administrator

Approved/Vetoed by the County Executive \_\_\_\_\_, 2016

\_\_\_\_\_  
Allan H. Kittleman, County Executive

NOTE: [[text in brackets]] indicates deletions from existing law; TEXT IN SMALL CAPITALS indicates additions to existing law; ~~Strike out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.



1 **Section 1. Be It Enacted** by the County Council of Howard County, Maryland, that the  
2 Howard County Code is amended as follows:

3 By amending:

- 4 1. Title 6 “County Executive and the Executive Branch”  
5 Section 6.408 “Office of Transportation”  
6
- 7 2. Title 21 “Traffic Control and Transportation”  
8 Section 21.503 “Public Transportation Board”  
9
- 10 3. Title 16 “Planning, Zoning and Subdivisions and Land Development  
11 Regulations”  
12 Subsection (b)(47) of Section 16.108 “Rules of Construction; Definitions”  
13

14 **Title 6. County Executive and the Executive Branch.**

15 **Subtitle 4. Department of County Administration.**

16  
17 **Section 6.408. Office of Transportation.**

18 (a) *General Provisions.* General provisions applicable to this office are set forth in  
19 subtitle 2, "Administrative Departments and Offices," of this title of the Howard County  
20 Code.

21 (b) *Head.* The Administrator of the Office of Transportation shall head the Office of  
22 Transportation under the general supervision of the Chief Administrative Officer.

23 (c) *Qualifications of the Administrator of the Office of Transportation.* The  
24 Administrator of the Office of Transportation shall:

25 [(1) Have extensive knowledge of the principles and practices of the oversight  
26 and operation of fixed-route and paratransit systems;

27 (2) Have experience in financing, budget development, and grants  
28 management; and

29 (3) Have had, at the time of appointment, at least five years of increasingly  
30 responsible executive experience in the management and oversight of transit services and  
31 other related experience including transit planning.]]

1 (1) HAVE A STRONG KNOWLEDGE OF THE FOLLOWING TRANSPORTATION  
2 ELEMENTS, INCLUDING, BUT NOT LIMITED TO:

- 3 (i) PUBLIC TRANSIT;
- 4 (ii) BICYCLE INFRASTRUCTURE;
- 5 (iii) PEDESTRIAN INFRASTRUCTURE; AND
- 6 (iv) VEHICULAR TRAFFIC NETWORKS;

7 (2) HAVE EXPERIENCE IN, OR UNDERSTANDING OF, FISCAL RESPONSIBILITY, AS  
8 IT PERTAINS TO DEVELOPING AND MANAGING TRANSPORTATION BUDGETS; AND

9 (3) HAVE HAD, AT THE TIME OF APPOINTMENT, AT LEAST FIVE YEARS OF  
10 EXPERIENCE IN THE TRANSPORTATION FIELD, INCLUDING PARTICIPATION IN PROJECTS  
11 RELATING TO THE TRANSPORTATION ELEMENTS DESCRIBED IN THIS SUBSECTION.

12 (d) *Duties and Responsibilities.* The Office of Transportation shall promote and  
13 enhance the County's transportation [[and transit operations]] needs by performing the  
14 following functions:

15 (1) Overseeing the [[acquisition]] PROVISION, management, FUNDING, and  
16 operation of the County's transit and paratransit services;

17 (2) Coordinating and PLANNING VEHICULAR TRAFFIC NETWORKS; [[managing  
18 the funding for the operation and management of the County's transit and paratransit  
19 services;]]

20 (3) Developing and managing transportation alternatives AND STRATEGIES TO  
21 REDUCE [[to]] single occupancy vehicle[[s]] USE;

22 (4) Ensuring coordination of VEHICULAR, transit, pedestrian, and bicycle  
23 modes OF TRANSPORTATION;

24 (5) Developing and instituting policies and procedures for transportation in  
25 the County and region;

26 (6) Overseeing and providing support for the Public Transportation Board;

27 (7) [[Coordinating]] WORKING IN CONJUNCTION with the Department of  
28 Planning and Zoning AND THE DEPARTMENT OF PUBLIC WORKS to ensure the integration  
29 of land use [[and transit planning]] DECISIONS WITH TRANSPORTATION PLANNING THAT  
30 TAKE INTO ACCOUNT ALL OF THE TRANSPORTATION ELEMENTS DESCRIBED IN THIS SECTION;

1 (8) Establishing and maintaining official and informal associations with  
2 various federal, state, and local officials and professionals to facilitate and promote the  
3 County's transportation goals and objectives; and

4 (9) Representing and providing advice to the County Executive on transit and  
5 transportation issues.

6  
7  
8 **Title 21. Traffic Control and Transportation.**

9 **Subtitle 5. Public Transportation.**

10  
11 **Section 21.503.** General powers and duties of Public Transportation Board.

12 The Howard County Public Transportation Board shall:

13 [[(a) Identify financial and other resources to support and expand existing public  
14 transportation services and to initiate and assist in providing additional public  
15 transportation for Howard County residents;]]

16 (A) INITIATE AND ASSIST IN PROVIDING TRANSPORTATION OPTIONS FOR HOWARD COUNTY  
17 RESIDENTS AND BUSINESSES, INCLUDING, BUT NOT LIMITED TO:

18 (1) PUBLIC TRANSIT;

19 (2) BICYCLE;

20 (3) PEDESTRIAN;

21 (4) VEHICULAR; AND,

22 (5) TRANSPORTATION DEMAND MANAGEMENT;

23 (b) Make recommendations to the County Executive concerning contracts with State and  
24 Federal agencies, firms, corporations, and associations to provide public transportation  
25 services to Howard County;

26 (c) Encourage additional home-to-work transit services, INCLUDING, BUT NOT LIMITED TO  
27 THE MODES OF TRANSPORTATION DESCRIBED IN SUBSECTION (A) OF THIS SECTION;

28 (d) Assist in [[procuring]] PROVIDING adequate public transportation for County residents  
29 having no alternative means of transportation;

30 (e) Assist in increasing transportation access to social services, educational institutions,  
31 recreational facilities and OTHER GOODS AND SERVICES[[domestic supplies]];

1 (f) Develop and submit recommendations to County, State, and regional administrative  
2 bodies in planning comprehensive transportation services for Howard County residents;  
3 (g) Receive and coordinate [[citizen]] PUBLIC comment and complaints concerning  
4 transportation needs and to recommend actions thereon; AND  
5 [[(h) Evaluate present transportation services for the purpose of developing a  
6 comprehensive transit program for the County, with appropriate linkages to both the  
7 Baltimore and Washington areas; and]]  
8 [[(i)] (H) Furnish recommendations and provide information to the County Executive  
9 and the County Council on any matter concerning the present and future needs of public  
10 transportation in Howard County.

11  
12  
13 **Title 16. Planning, Zoning and Subdivisions and Land Development Regulations.**

14 **Subtitle 1. Subdivision and Land Development Regulations.**

15 **Article I. General.**

16  
17 **Section 16.108.** Rules of construction; definitions.

18 (b) *Definitions.* As used in these regulations, the following terms shall be defined as  
19 follows:

20 (47) Review committee means an advisory group to the Department of  
21 Planning and Zoning, organized to coordinate the subdivision and site development plan  
22 review process. The group shall include, but not be limited to, representatives of the  
23 following agencies:

- 24 (i) Department of Public Works;
- 25 (ii) Health Department;
- 26 (iii) Department of Education;
- 27 (iv) Department of Recreation and Parks;
- 28 (v) Department of Fire and Rescue Services;
- 29 (vi) Department of Inspections, Licenses and Permits;
- 30 (vii) Soil conservation district; [[and]]
- 31 (viii) Maryland State Highway Administration[.]; AND

1 (IX) OFFICE OF TRANSPORTATION.

2

3 *Section 2. And Be It Further Enacted by the County Council of Howard County,*

4 *Maryland, that this Act shall become effective 61 days after its enactment.*

DRAFT