

PUBLIC ADVISORY COMMITTEE MEETING MINUTES

WILMAPCO Conference Room, April 15, 2019

ROLL CALL

Members Present:

Bill Dunn, Civic League for New Castle County
Pat Folk, Cecil County
Tom Fruehstorfer, City of Newark (Chair)
Mario Gangemi, Cecil County Chamber of Commerce
Dick Janney, Southern New Castle County
Bill Lower, Committee of 100
Glenn Pusey, Bear Glasgow Council
Gail Seitz, City of New Castle
Vic Singer, Civic League for New Castle County
Dave Tancredi, Milltown-Limestone Civic Alliance
Dwight Walters, Delaware State Chamber of Commerce

Absent:

Mark Blake, GHADA
Kevin Caneco, SNCC
Carlos de los Ramos, AARP
Ken Grant, AAA
Tom Posatko, Delmarva Rail Passenger Association
Barry Shotwell, 7/40 Alliance (Vice Chair)
Givvel Marrero, Delaware Hispanic Commission
Eugene Truono, Centreville Civic Association
Norman Wehner, Cecil Board of Realtors

Staff Members:

Dave Gula, Principal Planner
Randi Novakoff, Outreach Manager
Tigist Zegeye, Executive Director

Guests: Cooper Bowers, DeIDOT

John Flaherty, Delmarva Rail Passenger Association
E. Goldner, Boys and Girls Club-Fletcher Brown

Minutes prepared by Janet Butler from recording.

Tom Fruehstorfer, PAC Chair, called the meeting to order.

6:00 PM

1. Approval of the February 25, 2019 Meeting Minutes

6:02 PM

Corrections to the minutes include: 1) Page 3, the paragraph that says 47% who earn \$25 per year, should say \$25 thousand per year; 2) After the WILMAPCO goals are listed on page 3, the next few paragraphs should say "third goal" instead of "first goal" for "Efficiently Transport People", and "first goal" instead of "third goal" for "Support Sustainable Economic Development and Goods Movement." 3) On page 4, last paragraph, third line should say: total public cost "according to" Level of Service instead of "for" Level of Service.

ACTION: On motion by Vic Singer seconded by Gail Seitz the PAC approved the February 25, 2019 meeting minutes with corrections.

Motion passed

(4/15/19-01)

2. Public Comment:

6:05 PM

John Flaherty, Delmarva Rail Passenger Service, shared information about Amtrak and referred to an Amtrak Fact Sheet, FY 2017, State of Delaware (**Attachment A**). He said that he and Ken Potts, retired rail administrator, attended a national conference hosted by the Rail Passenger Association, where Amtrak issues were discussed. Amtrak operates five facilities in Delaware that include two repair shops, two administrative offices, and one simulator for Acela engineers. Amtrak also serves the community with 7 long distance trains that operate through the Wilmington and Newark stations, including the North East Regional and Acela Express trains. Wilmington is the 13th busiest Amtrak Train Station in the nation and serves more than 700,000 people. Amtrak is an important economic engine for the area.

In 1979 a Massachusetts Congressional Delegation tried to move the Amtrak heavy repair facility to Boston from Wilmington, which was defeated. Since Mr. Potts could not be here today, Mr. Flaherty wanted to share the information on the fact sheet with the PAC.

Executive Director's Report:

6:10 PM

Ms. Zegeye reported that the WILMAPCO Council met on March 7, 2019. The Council adopted the 2050 Regional Transportation Plan (RTP) and the Air Quality Conformity Determination for Cecil and New Castle Counties for the RTP and Transportation Improvement Program (TIP), amended the FY 2019-2022 TIP, including changes to the Mid-County Maintenance Facility Expansion and Churchman's Crossing Fairplay Station Parking Expansion projects, and adopted the FY 2020-2023 TIP. Presentations by staff included the FY 2020 Unified Planning Work Program (UPWP), Concord Pike (Route 202) Corridor Master Plan, and Southern New Castle County Master Plan.

Ms. Zegeye shared the following public outreach information:

- The WILMAPCO Transportation Justice (TJ) Working Group met on March 1, 2019, at WILMAPCO.
- Eisenberg and McCullough Schools held a Safe Routes to School (SRTS) public workshop on March 5, 2019, at the Route 9 Library.
- Staff is continuing to support the Wilmington Resilience Plan and Newark Sustainability Plan, and lead an effort to coordinate a meeting with both committees at WILMAPCO.
- The Route 9 Master Plan Monitoring Committee met on March 19, 2019, and the next meeting will be held on April 23, 2019.
- The New Castle County Bike Plan public meeting was held on March 13, 2019, at WILMAPCO. There is an online survey for the bike plan open until the end of April.
- On March 25, 2019, Wilmington Mayor appointed WILMAPCO staff to the Wilmington Health Planning Council.
- Staff attended the I-95 Public Workshop on March 27, 2019.

- On March 28, 2019, staff attended the New Castle County Land Use Preservation Workshop.
- On April 1, 2019, staff participated in the Bayard Middle School SRTS Kick-off event.
- The 12th Street Connector Public Workshop was held on April 3, 2019 and 55 people attended.
- Staff is coordinating Air Quality (AQ) Awareness Week events from April 8-12, 2019.
- Staff is participating in the Wilmington Earth Day event on April 17, 2019.
- The Newark Area Transit Study draft recommendations are being reviewed by the Advisory Committee, and on April 22, 2019, staff will present to Newark City Council.
- Staff is assisting the City of New Castle with three public workshops for the City of New Castle Comprehensive Plan update on April 29, April 30, and May 1, 2019.
- The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) have jointly certified WILMAPCO's planning process for the next four years and the report is available for review.

ACTION ITEMS:

6:20 PM

4. FY 2020 Unified Planning Work Program (UPWP) Public Outreach Section

Randi Novakoff distributed copies of the Public Outreach Section of the FY 2020 UPWP (**Attachment B**). She said the UPWP is essentially WILMAPCO's budget, which outlines the tasks, plans, and studies that WILMAPCO will undertake during the upcoming fiscal year. The public outreach section has not changed too much from the previous versions. Ms. Novakoff summarized each aspect of the public outreach section:

- **The Public Meetings and Outreach** - includes various meetings, webinars, and workshops, and a targeted one-size does not fit-all public outreach approach that is tailored to individual communities.
- **The Development of Public Information Documents** - includes flyers, TIP Guides, and other Guides to Transportation that help people understand the planning process.
- **The Transporter Newsletter and E-News** – are written and produced by staff.
- **Multimedia Presentations** – are given to community organizations and other groups.
- **Webpage Management** - includes keeping various web pages up-to-date, and each staff member is responsible for helping with this task.
- **The School Children Education and Safe Routes to School (SRTS) Program** - includes development of a curriculum for sixth graders and portions of that curriculum are used in all of the schools that participate. SRTS also contributes programs for Summer Camps, and the SRTS partnership with DeIDOT gets funding for kids to walk and bike safely and promotes educational initiatives. Staff is also involved with Safe Kids Delaware, which provides safety resources for school children.
- **The Urban Bike Project** - is supported by WILMAPCO, which teaches kids to ride bikes safely and assemble bikes. Kids learn to put their bikes together and they get to keep the bikes they assemble.
- **The Newark Bike Project** - provides similar activities to the Urban Bike Project.

- **Coordination with other Agencies on Outreach** - helps to make the best use of the resources that are available, while WILMAPCO tags onto additional public events.
- **Air Quality Public Outreach** - is done through the Air Quality Partnership (AQP) of Delaware, using simple measures to improve air quality such as taking different modes of transportation. Several AQ events and social media campaigns are undertaken throughout the year. This year, an award will be presented to the AQ Champion at the Earth Day event.
- **The Environmental and Transportation Justice (TJ) Outreach** - includes TJ outreach done through the TJ Working Group.

Ms. Zegeye added that each project in the UPWP incorporates its own public outreach strategy such as for the Route 202 Master Plan. The FY 2020 UPWP is available for public comment through May 3, 2019.

Mr. Singer asked if WILMAPCO measures air quality to the detail that allows a distinction of pollutants to the environment according to the Level of Service (LOS). Ms. Zegeye said for TIP air quality conformity we look at mobile sources not stationary. We have to make sure each project we add to the TIP does not make air quality worse. The air quality budget is set by DNREC and we test against that budget, not LOS. DelDOT runs the model, and they can be invited to present. We normally do not provide a technical presentation to the PAC, but if PAC would like one, we can provide it.

Mr. Dunn said he would like to see air quality outreach emphasize idle time and congestion, which has a significant impact that can be measured. Ms. Novakoff said the Air Quality Partnership focuses on simple steps people can take to help improve air quality, which mostly have to do with mode choice. Mr. Dunn said the impact of air quality resulting from traffic congestion should be emphasized in public outreach efforts as the biggest air quality problem in New Castle County. Ms. Novakoff said that each member of the partnership emphasizes air quality from their own perspective. Some focus on health while others focus on mode shift. Overall the group strives to keep the messaging simple and easy to understand and focuses on simple actions, like walking and biking, that people can take to help improve air quality.

ACTION: On motion by Mr. Gangemi seconded by Ms. Seitz the PAC approved the public outreach portion of the FY 2020 UPWP.

Motion passed

(4/15/19-02)

Mr. Dunn abstained.

PRESENTATION/DISCUSSION ITEMS:

6:35 PM

5. Concord Pike Master Plan

Dave Gula said the Concord Pike Study area has a lot of activity. It is a major employment area with shopping centers and retail, churches, schools, the YMCA, and civics. In addition, there are hotels and single-use pad sites. There is also through, commuter, and local traffic that includes freight and truck traffic bordering residential neighborhoods.

The goals of the Concord Pike Master Plan are: 1) Create an attractive and cohesive master plan, 2) Integrate land use and transportation, 3) Identify multi-modal

improvements and diversity mode share, 4) Organize vehicular traffic, 5) Make the corridor more pedestrian and bike friendly, and 6) Build upon the Market Assessment.

The study area includes a six-mile stretch of road from the City of Wilmington to the Delaware/Pennsylvania state line that includes traffic volumes between 45,000 and 55,000 vehicles daily. There is driveway access for individual businesses, and an abundance of parking with a limited street network. It is predominantly a six-lane arterial, which is heavily commercialized with a mix of retail, restaurants, residential areas, office, and recreational and institutional uses.

Off-street pedestrian and bicycle facilities are located within the open space network along the western side and southern end of the study area. There are usable pedestrian and bicycle facilities along Concord Pike that are limited and disconnected.

A market analysis revealed that in the next 10 years there could be 500 to 875 residential units with no new projected office space. Mixed-use development would include the Astra Zeneca site and the area adjacent to Wilmington University's future campus site.

Mr. Dunn asked where the data came from supporting the demand for multi-family houses. Mr. Gula said it was an independent market study. Ms. Zegeye said the market study is on WILMAPCO's website.

WILMAPCO hosted an information session in July, 2018 at the Talleyville Fire Hall, and 200 people attended. Attendees reviewed the existing conditions such as travel conditions, crash trends, transit facilities, non-motorized facilities, Level of Traffic Stress (LTS), employment totals and types, worker flows, future land use, zoning, and land use activity.

The project team was looking for input on issues and concerns that the workshop participants could see along the corridor. The study was divided into five large scale maps for members of the public to supply comments. Attendees were asked where they live, work, and play.

Mr. Singer asked what Level of Traffic Stress (LTS) is. Mr. Gula said it is a measure DelDOT is using regarding how pedestrians and bicyclists perceive the roadways. For instance, it takes into account whether or not pedestrians are comfortable walking along the roadway. Mr. Gula added it is very hard to cross Concord Pike and there is no place to bike.

A Visioning Session was held on November 14, 2018, at Concord High School and 100 people attended. Table discussions featured the attendees' vision for the Concord Pike. Subjects included mixed use, streetscape, parking, amenities and activities, and parks and open space. There was also Wiki map engagement, which provided additional information to help craft the plan.

Additional stakeholder focus groups were held on November 14, 15, and 16; and 36 stakeholders were interviewed separately and in groups to provide more detailed feedback regarding strengths, weaknesses, and opportunities for the Concord Pike Corridor. Focus areas included Segment 1: Naamans Road to Silverside Road; Segment 2: Silverside Road to Murphy Road; and Segment 3: Murphy Road to I-95. Public

Workshop Number 2 was held on March 20, 2019, which had 86 attendees at the Brandywine High School that provided similar information to Workshop Number 1.

Next steps are to model scenarios and compare results, hold an additional public workshop, then finalize the preferred alternative and final document, and hold a final public workshop.

Mr. Singer asked how you can decide the appropriate balance between expenditures of local or federal money for improvement of Level of Traffic Stress (LTS) as opposed to Level of Service (LOS). Mr. Gula said no one wants to take out travel lanes to establish sidewalks or bike lanes. We have to ask how we can improve the corridor without it all being done with public funds. Ms. Zegeye added that the Transportation Investment Districts (TIDs) have already been established throughout the State of Delaware. Mr. Gula said we need to develop a plan with scenarios and see how we can move forward.

6. Southern New Castle County Master Plan

6:55 PM

Mr. Gula said the Southern New Castle County Master Plan's purpose is to establish a long-term, publicly-supported vision for land use and infrastructure in Southern New Castle County (SNCC), provide recommendations to update key planning documents such as the Regional Transportation Plan (RTP), Transportation Improvement Program (TIP), and New Castle County Comprehensive Plan, and capture some key points of the previous efforts.

The Master Plan will include issues and constraints, Community Visioning, Scenario Development, Scenario Modeling and Analysis, and the Preferred Alternative Report. The current and historical conditions relate to the U.S. 301 impacts, development projects, the environment, agricultural preservation, schools/community facilities, emergency services, and demographic changes. An Information Session was held on October 17, 2018, and 50 people attended. The project team solicited some broad-based comments, which served as an initial conversation with the public.

Stakeholder input combined with sound technical analysis helped build the vision for the plan. A staff committee made up of 25 people and agencies, an Advisory Committee with broad representation from the community, website and social media, and public input helped to guide the work. Community Visioning Workshops were held on January 31, 2019 and March 13, 2019.

At the Community Visioning workshop in January 2019 more than 100 people attended. The main question asked was: Where do we grow from here? Examples of additional questions were: Are we growing too fast or too slow? How will changes in climate, energy production, and transportation affect our communities? Are we adequately planning for future housing and economic development needs?

A summary of ideas from participants' voting ballots included requests for alternative truck routes, better east-west connections around Middletown, better road maintenance, congestion reduction, equitable funding of transportation such as with tolls on US 301, expanded public transportation including trolley and rail service, improved commuting to Wilmington, safer walking and biking paths and connections, more local road networks, transportation options across the canal, transportation investments before development, and transportation options for aging population.

Public workshop results included 75 responses from Odessa and 22 responses from Middletown regarding the top issues, which revealed that 23% expressed the need for access to quality healthcare, 22% for recreation for all ages; 15% for more locally grown food and support for local farmers, 13% for graduated care for the aging population with transportation; 11% for community centers and farmers markets, 10% for improvement of emergency services, and 6% for maintaining excellent educational facilities.

Discussions of top transportation issues garnered 88 responses from Odessa and 25 responses from Middletown. A total of 49% expressed the need for expanded public transportation, 17% for more and safer walking and biking paths and connections, 11% for congestion reduction in Middletown, 8% better east-west connections, 7% for better road maintenance, 4% for more local roads and networks and 4% for transportation investments before development.

MetroQuest online surveys allowed participants to provide feedback, the project team was able to tabulate results, and the software showed all of those who attended workshops. A total of 217 participated and 70 provided comments on the wrap-up screen question: Any other thoughts for the Master Plan? In addition, 64 participants provided e-mail addresses for future updates. MetroQuest questions also included: Do you live in SNCC? Eighty-six per cent said yes, while 13% said no. When asked do you work in SNCC, 29% said yes and 70% said no.

The project analysis will show how each scenario would perform with respect to land use, transportation modes, sewer areas, schools, and resource preservation. A public workshop will be scheduled in late summer or early fall to review the results. A selection of locally preferred land use and infrastructure scenarios will be based on data analysis and review, as well as comprehensive stakeholder input. The final report will include an introduction, existing conditions, goals and performance measures, scenarios considered and selected, and a detailed implementation plan.

Pat Folk asked does water availability ever come up. Mr. Gula said yes, that is found under the environmental, air and water quality category, and many people mentioned it at the visioning workshops.

7. Air Quality Partnership (AQP) of Delaware Update

7:15 PM

Ms. Novakoff said the AQP of Delaware has been working with the Partnership for the Delaware Estuary and RideShare Delaware to coordinate Wilmington's Earth Day event on April 17, 2019, from 11:00 a.m. to 2:00 p.m., in Rodney Square. The AQP is striving to make the event interactive and fun, which will include an AQP Selfie Station featuring a large wooden tree where participants paint finger prints on the leaves. A press event will also be held, and an Air Quality Champion Award announcement and trophy presentation will be given to Bank of America by last year's winner, Chesapeake Utilities.

The AQP is soliciting businesses to complete a criteria checklist. Prior to Earth Day, the Air Quality Awareness Week events led by RideShare Delaware, will be held from April 8-12, 2019. RideShare Delaware is also developing a social media toolkit for the events. The AQP is also working to create partner videos and each 30-second video will highlight one of the partners that will be posted to social media and the website.

Tropo, the AQ mascot, has conducted three elementary school assemblies. The AQP created an activity book that is available for download, and Tropo will participate in

Wilmington's Earth Day event as well as additional SRTS events in May. The AQP will also look for additional funds and partnership opportunities for additional assemblies.

Mr. Dunn said what is important in air quality issues is what the data says. The data indicates there are eleven more bad ozone days a year in New Castle County than the average.

7. Other Business

7:25 PM

Mr. Singer said page six of the February 25, 2019, PAC Meeting Minutes, where it says: "Mr. Singer asked if New Castle County is embarking on Transportation Improvement Districts (TIDs) and how they tie into the Transportation Investment Areas (TIAs). Mr. Singer said he had asked a compound question and he did not get the answer to the second part. Mr. Singer would like to know if it is a correct assumption that New Castle County did not coordinate with WILMAPCO on that. Ms. Zegeye said we have been working with New Castle County; however, it was just that the timing was off for working with New Castle County on the TIAs and tying them into the TIDs.

Mr. Fruehstorfer announced that there is a public meeting being held this Wednesday regarding the Pedestrian Bridge over White Clay Creek, starting at 4:30 p.m., near the Paper Mill Bridge.

8. Adjournment

7:30 PM

Attachments: (2)



Amtrak Fact Sheet, Fiscal Year 2017 State of Delaware

Amtrak Service & Ridership

In Delaware, Amtrak is the link to major Atlantic Coast cities through the operation of approximately 90 trains daily, primarily *Acela Express*, and *Regional* trains. Also, Amtrak operates the following National Network trains that stop at Wilmington:

- *Crescent* (daily New York-Atlanta-New Orleans)
- *Palmetto* (daily New York-Savannah)
- *Silver Meteor* (daily New York-Miami)
- *Silver Star* (daily New York-Tampa-Miami)
- *Cardinal* (tri-weekly New York-Washington-Cincinnati-Chicago)

Amtrak also operates the following trains, which are operated through Delaware as Northeast Corridor trains but are State Supported trains away from the NEC:

- The *Carolinian* (daily New York-Richmond-Charlotte)
- The *Vermont* (daily Washington-St. Albans)

During FY17 Amtrak served the following Delaware locations:

<u>City</u>	<u>Boardings+Alightings</u>
Newark	13,614
Wilmington*	688,432
Total Delaware Station Usage:	702,046

**Wilmington is the 13th busiest station in the national Amtrak System.*

Procurement

Amtrak spent \$18,999,570 on goods and services in Delaware in FY17. Most of this amount was in the following locations:

<u>City</u>	<u>Amount</u>
New Castle	\$ 1,221,358
Wilmington	\$ 11,940,263

Employment

At the end of FY17, Amtrak employed 1,093 Delaware residents. Total wages of Amtrak employees living in Delaware were \$85,436,829 during FY17.

Commuter Services

Amtrak provides SEPTA and the Delaware Transit Corporation (DTC) with access to Northeast Corridor tracks for their Philadelphia-Wilmington-Newark commuter operations. Under this contract, SEPTA provides service to four Delaware locations, including Wilmington and Newark.

Major Facilities

Wilmington is home to Amtrak's Consolidated National Operations Center (CNOC), the high-tech, 50,000-square-foot facility from which Amtrak's national operations are controlled. It opened in 1998. In 2012, the Centralized Electrification and Traffic Control (CETC) center moved from Philadelphia to CNOC in Wilmington. The move included migration to an updated system that improved operational safety of the dispatching system along with technical upgrades that improved user interface.

Amtrak's High-Speed Rail Training Facility in Wilmington is where engineers, conductors, and on-board staff are trained for *Acela Express* service. This facility, which opened in 1999, features cutting-edge technology and hands-on training labs. It houses a full-scale motion simulator that duplicates the experience of operating *Acela Express* trains from inside the cab, an on-board service-training lab complete with seats, tables, and food preparation areas, and nine classrooms.

Delaware is also home to two major maintenance and repair facilities that serve the entire Northeast Corridor -- the Wilmington Shops and the Bear Maintenance Facility. All Amfleet cars and all electric locomotives used on the Northeast Corridor are maintained, repaired, and overhauled there.

Delaware Third Track Project

Amtrak and the Delaware Transit Corporation (part of DelDOT) are partnering on a \$71.2-million project to increase capacity between Wilmington and Newark. This includes 1.5 miles of new, mainline third track between Ragan and Yard interlockings (along I-95, southwest of the Wilmington station area), eliminating a two-track bottleneck. It also includes rebuilding the bridge over Shipley Street (just west of station) and reconfiguration of Brandy, Ragan, and Yard interlockings. A new bridge over Mill Creek currently is under construction, with much track already laid in preparation of the bridge's completion. The project is scheduled for completion in 2018.

Wi-Fi Tower Project

To upgrade Amtrak's on-board Wi-Fi system, nine wayside locations were installed along a 10-mile stretch of the rail line in Delaware in 2015. This included six new Wi-Fi towers and additions to three existing Positive Train Control locations. The project's second phase began in fall 2016 and includes the installation of 22 more towers from Wilmington into southern Pennsylvania. Amtrak plans to extend the upgraded Wi-Fi system along the rest of the corridor up to Boston over the following five years.

**FY 2020
Unified Planning Work Program**

ATTACHMENT B

**FISCAL YEAR 2020
July 1, 2019– June 30, 2020**

UNIFIED PLANNING WORK PROGRAM

For the

WILMINGTON METROPOLITAN AREA

Prepared by the staff of the
Wilmington Area Planning Council

The preparation of this document was financed in part with funds provided by the Federal Government, including the Federal Transit Administration and the Federal Highway Administration of the United States Department of Transportation.

**FY 2020
Unified Planning Work Program**

**FY 2020
Unified Planning Work Program**

MPO 20.03 – PUBLIC OUTREACH AND PUBLIC EDUCATION

OBJECTIVE AND TASK DESCRIPTION: Provides for public education and participation in transportation planning decisions in the WILMAPCO region. Federal and State transportation planning laws and regulations require public involvement in the process. These requirements reflect the fact that transportation decisions are more likely to be effective, add value to the surrounding communities, and be implemented in a timely manner when the public is involved in the process.

This task provides for the staff time for general public involvement in the transportation planning process at WILMAPCO. In addition to the specific sub-tasks described below, this task also provides for staff time to make presentations and brief interested groups and elected officials; participate in public meetings and workshops; and general staff liaison and coordination of work with other agencies and groups. Individual planning efforts and their public involvement activities are budgeted in those specific work tasks later in this document.

20.03.01 – Public Meetings and Outreach

ADMINISTRATOR: Randi Novakoff, Outreach Manager and Staff

- A. **General Public** - Staff will identify organizations and individuals representing a broad spectrum of community interests and encourage their participation in the transportation planning process. This will include working to identify new stakeholders and underserved populations within the region. It will also include developing relationships and partnerships with communities through presentations made to civic, county, municipal and other stakeholder groups; participation in community activities such as festivals, workshops, and summer camps; and through distribution of WILMAPCO literature at several locations and events. Different public outreach formats will be used to promote events and documents including: public meetings, workshops, walking workshops, conferences, seminars, and webinars. Staff will explore new locations to hold public workshops, particularly TIP workshops. Venues where people are already present will be sought. Meetings will also be held in a variety of ADA compliant locations to reach a wider audience. Each project will use an array of formats specific to the needs of the community and staff and will create incentives for public participation such as giveaway items distributed at WILMAPCO outreach activities.
- B. **Targeted Audiences** – Public participation strategies will be developed that fit the audience and its particular issues, rather than using a “one size fits all” approach. Staff will strive to understand the interests and concerns of target audiences in order to determine the most relevant content and most efficient ways to communicate with and engage each segment. Staff will target specific audiences, go where people are, and participate in events targeted to those audiences.

20.03.02 – Development of Public Information Documents

ADMINISTRATOR: Randi Novakoff, Outreach Manager and Staff

Brochures, booklets, pamphlets, and flyers will be developed to promote general WILMAPCO efforts as well as individual tasks. Supplemental guides may also be created to provide more detailed information regarding topics such as: air quality, the TIP process, the RTP Update, or the public involvement process. A public friendly TIP summary document will be created to provide ease of understanding of the larger TIP document. Transportation planning information will be conveyed in language and context that is easily understandable to the lay citizen. Acronyms, abbreviations, and jargon will be kept to a minimum and all necessary background information on documents prepared will be provided to ease understanding of transportation planning processes and programs. Easy to understand documents will be developed explaining steps in the planning process and typical timelines involved. All public information documents developed will be conveyed in language and context that can be easily understood by the lay citizen. Acronyms, abbreviations, and jargon will be kept to a minimum and all necessary background information will be provided. Real examples and success stories will be used to demonstrate how public ideas have influenced planning outcomes. Staff will develop literature that promotes awareness of WILMAPCO's achievements and capabilities.

20.03.03 – Newsletter and E-News

ADMINISTRATOR: Randi Novakoff, Outreach Manager and Staff

A quarterly newsletter on transportation issues, plans, and projects will be produced by Delaware Today Media and distributed to a database of interested parties to provide information on WILMAPCO and member agency activities. In addition, a monthly electronic newsletter will be sent out with current meeting information and brief stories of interest to the MPO's e-mail address list. A special effort will be made in newsletters to include examples of the impact the public has had on the transportation planning process.

20.03.04 – Development of Multimedia presentations

ADMINISTRATOR: Randi Novakoff, Outreach Manager and Staff

To expand the public's awareness of WILMAPCO, staff will develop various presentations to educate the public on

FY 2020 Unified Planning Work Program

the importance of their involvement in the transportation planning process. Various PowerPoint slide presentations will be created to show to civic and community groups, city, town, and county council meetings, and other interested organizations. These presentations will focus on several topics, including the TIP development process, interregional coordination, and possible freight studies.

20.03.05 – Webpage Management

ADMINISTRATOR: Randi Novakoff, Outreach Manager; William Swiatek, Principal Planner; and Staff

Maintain, update, and continue to improve the WILMAPCO webpage, which provides information including meeting dates, times, locations, and agendas for upcoming Council, Committee, Subcommittee, and other related meetings; publishes and makes available WILMAPCO's plans and studies; and informs the public about opportunities to participate. The webpage also provides access to the UPWP, the TIP, RTP, PPP, and other planning documents, as well as planning data and maps; and provides another method of presenting information and receiving comments on draft documents and planning activities in the region.

20.03.06 – School Children Education and Safe Routes to School Program

ADMINISTRATOR - Randi Novakoff, Outreach Manager; and Bill Swiatek, Principal Planner

A School Children's Transportation Program was developed in 2001 and adjustments have been made to improve its effectiveness. In 2010 the program was correlated to Delaware State learning standards and integrated into the statewide curriculum used by all Delaware schools. Staff will continue to work with other local schools and community centers by participating in educational cluster sessions, GIS days, summer camps, and other educational activities and events. The Safe Routes to School Program helps create safe, convenient, and fun opportunities for children to bicycle and walk to and from schools by helping to securing federal funding for infrastructure improvements including crosswalk, sidewalk and sign improvements; and developing education and encouragement strategies. Staff will work with elementary schools, DOTs, health educators, AAA Delaware, local Police Departments, Safe Kids Delaware, advocacy groups, and other local partners to coordinate SRTS programs. Educational and encouragement highlights include Walk and Bike to School Days, Park-n-Walk/Bike events, bike and pedestrian rodeos, safety assemblies, art contests, health and safety fairs, surveys, poster contests, and many other educational activities and events. Staff will continue efforts to coordinate SRTS programs including, chairing and organizing meetings, coordinating walk and bike to school events, offering incentive items, partnering with outside organizations, and conducting events and activities that encourage and educate students to walking and biking to school safely.

Urban Bike Project

The Earn-a-Bike Program serves the community's needs, provides for transportation choice and improves quality of life by engaging youth about biking. This project sparks the culture change necessary to view the bicycle as an appropriate, affordable, healthy and energy-efficient form of transportation. In addition, the project instills a positive work ethic and occupies the student's after-school and weekend hours with a positive, productive, and self-esteem building program. The program includes class instruction allowing students to become proficient in the use, identification, and maintenance of bicycle parts and tools, and safe riding skills. Under supervision from Urban Bike Project staff, the youth begin construction of their bicycles from spare parts. Youth are tested on their understanding of safe riding habits before receiving the bicycles they have built from scratch. The program also includes bicycle-riding activities for the youth such as riding around local neighborhoods, practice using bicycle racks on buses, and bicycling along scenic greenways and park trails. Laura Wilburn (Urban Bike Project) administers this project.

\$3,000 is budgeted for the program

Newark Bike Project Youth Program

Newark Bike Project's youth program uses bicycle education as a means of pursuing the organization's mission to work towards sustainability through emphasizing community, education, and empowerment. Youth programs include support for local safe routes to school programs in partnership with WILMAPCO, City of Newark, Christina School District, DelDOT and Bike Newark; partnership with local schools to teach bicycle safety and maintenance; and the Youth Empowerment Program. The Youth Empowerment Program is aimed at youth ages 9 to 14 and includes community service and bike activities that foster the use of bicycling as transportation and safety.

\$2,500 is budgeted for the program

20.03.07 – Coordination with Other Agencies on Public Outreach

ADMINISTRATOR – Tigist Zegeye, Executive Director; Randi Novakoff, Outreach Manager; and Staff

Staff will coordinate public involvement activities with other jurisdictions and agencies, particularly those focused on transportation. This includes participating and arranging local conferences and events and conducting exhibit tables during events. It also includes conducting seminars and conferences that educate target audiences on design, development, and technological advances furthering WILMAPCO's mission and goals. Staff will work to facilitate the sharing of WILMAPCO information and events with other agencies and organizations via website, social media,

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newsletters, and any other means available. Staff will participate in the development and scoping of a variety of plans and studies that further the goals and strategies of the RTP. Staff will also conduct legislative briefings for area elected officials as determined by community and area planning advisory committees, or major funding or policy changes.

20.03.08 – Air Quality Public Outreach

ADMINISTRATOR – Randi Novakoff, Outreach Manager and William Swiatek, Principal Planner

This task provides for the oversight of outreach efforts to the public and legislators on air quality matters. This includes chairing the Air Quality Partnership of Delaware (AQP). AQP is a public/private coalition of businesses, agencies, and individuals working to raise awareness and inform the public about practices that improve air quality and citizen health statewide in Delaware, and across New Castle and Cecil counties. The Partnership includes Dover/Kent MPO, DNREC, DART First State, RideShare Delaware, Chesapeake Utilities, Bruce Productions, Nemours Health and Prevention Services, American Lung Association of Delaware, and others. AQP has developed a mascot (Tropo) to message and educate about air quality matters. This approach provides an interactive and fun method to convey important air quality matters and provides a strong foundation for retention and understanding of targeted messaging. The project has develop an outreach program for youth and their families related to clean air and how it impacts health, and increases awareness of how daily activities affect the environment and their health. AQP also coordinates Delaware Air Quality Awareness Week, a social media campaign that encourages use of alternative modes of transportation throughout the week via contests, videos and social media posts. The week culminates in the designation of an Air Quality Champion Award to a local business during Wilmington's Earth Day event, which the Partnership also helps to coordinate. Air Quality outreach also includes assistance developing and implementing anti-idling reduction and air quality awareness programs in partnership with organizations such as DNREC, American Lung Association, Nemours, and Dover/Kent MPO. Federal and local grants will be solicited to fund outreach efforts approved by the Air Quality Partnership of Delaware.

20.03.09 – Environmental and Transportation Justice Outreach

ADMINISTRATOR – Randi Novakoff, Outreach Manager and William Swiatek, Principal Planner

With the PAC and Transportation Justice Working Group, strategies are developed and implemented that seek to engage minority, low-income, elderly, disabled, households without an automobile, low-literacy, and Limited-English Proficiency communities in the transportation decision-making process. Strategies outlined in WILMAPCO's Public Participation Plan (PPP) and Social Justice Reports seek to reduce the participation barriers that these communities often experience. Staff also attends and helps to organize expos, exhibits, and conferences to better engage and understand the evolving needs of these constrained populations.

20.03.10 – Other

ADMINISTRATOR: Randi Novakoff, Outreach Manager

Other Public Outreach tasks as identified.

OUTCOME AND FINAL PRODUCT: A process and products that educates the public on transportation plans and processes in the region and encourages citizen initiative, involvement, and comment. Educational programs and events are designed to educate the citizens of New Castle County and Cecil County on transportation planning and programming and opportunities for involvement.

SCHEDULE: FY 2020

TASK TYPE: Recurring

PUBLIC PARTICIPATION: The public is invited to attend all PAC, TAC, and Council meetings during the development of the work products described above. Individual public meetings and workshops will be advertised in local newspapers and will be publicized through press releases and media relations work with local newspapers, radio, and television stations. A Calendar of Events will be published quarterly and will include dates, times, and locations of all regular WILMAPCO Council, TAC, PAC, and subcommittee meetings, as well as special project meetings.

BENEFIT: A better-informed public who will be more equipped to make intelligent and responsible transportation decisions and a transportation system that better serves the needs of the public.

PARTICIPANTS: General Public, WILMAPCO, PAC

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TOTAL COSTS:

Resource Allocation	WILMAPCO		\$192,488
	IN KIND SERVICES		\$1,065
	CONSULTANT		\$5,500
	TOTAL		\$199,053
Cost Allocation	Cash Share	In Kind	Total
FHWA DE	\$121,548	\$0	\$121,548
FTA DE	\$28,907	\$0	\$28,907
FHWA MD	\$6,302	\$0	\$6,302
FTA MD	\$2,188	\$0	\$2,188
Delaware	\$33,970	\$0	\$33,970
Maryland	\$1,061	\$0	\$1,061
New Castle County	\$2,651	\$0	\$2,651
Cecil County	\$370	\$1,065	\$1,435
City of Wilmington	\$993	\$0	\$993
TOTALS	\$197,988	\$1,065	\$199,053