

EXAMPLE OF A DETAILED CEDS STRATEGY FOR PRESERVING QUALITY OF LIFE FROM HIGHWAY IMPACTS

A STRATEGY FOR PRESERVING & ENHANCING RURAL QUALITY OF LIFE IN WESTERN HOWARD COUNTY

Prepared by Richard Klein, CEDS, at the Request of
CITIZENS' ALLIANCE FOR RURAL PRESERVATION

The proposed expansion of Route 32 poses a direct threat to rural quality of life in western Howard County. To avert this threat, we must achieve the following goals:

- A. Reduce existing traffic congestion and safety problems on Route 32 without an undue expansion of the road.
- B. Eliminate thru-truck traffic on local roads.
- C. Modify growth management policies in ways that prevent future increases in traffic volume from making an expansion of Route 32 inevitable.
- D. Reduce the impact of existing noise upon quality of life.

A. Reduce existing traffic congestion and safety problems on Route 32 without an undue expansion of the road.

To achieve this goal we must call upon the State Highway Administration to immediately launch an aggressive search for steps that can be taken in the near future to relieve congestion and improve safety on Route 32. Prior to the start of the October 15th¹ rally Don Croce² and Richard Klein spoke with Bob Sanders, who heads the Route 32 expansion study team for the State Highway Administration (SHA). Don and Richard asked Bob to initiate the study. He waffled saying that the SHA District Traffic Engineer was the one who would initiate such a study. The District Traffic Engineer had told Richard that this was Bob Sanders' responsibility. To break out of this SHA stalling-tactic we must carry out the following actions.

1.. Draft a letter to the administrator of the SHA requesting the initiation of the study. The letter should be sent to: Mr. Parker F. Williams, State Highway Administration, 707 North Calvert Street, Baltimore, Maryland 21202

¹ The October 15th rally was attended by 150 area residents and generated \$4,000 in contributions to a rural quality of life defense fund and 80 volunteers. The factsheet and survey form distributed at the start of the rally will be found at the end of this package.

² Don Croce was acting as the chairman of the Citizens' Alliance for Rural Preservation.

2. We must ask the following State elected officials to endorse our request for an immediate study of measures to relieve congestion and safety problems: Senator Christopher J. McCabe, Delegate Robert L. Flanagan, and Delegate Robert H. Kittleman. All three officials use the same district mailing address: 12400 Clarksville Pike, Clarksville, Maryland 21029-1225 . These officials represent the legislative districts covering the Route 32 impact zone.

3. While awaiting a response from Mr. Williams we must expand our search for solutions to existing Route 32 congestion which does not involve a four-lane highway. If we fail to initiate our own study, then we become captive to the SHA process. They will say what is possible and what is not. They will say when the study will start and end. We cannot allow the campaign to be placed in such a helpless position. To take control of this aspect of the campaign we must:

a. Search through the completed survey forms³ for anyone who noted that they were, or knew, a traffic engineer or transportation planner.

b. If we cannot find a traffic engineer among our supporters, then we should engage the services of a professional with a good history of viewing traffic issues from a pro-community perspective. I suggest Dr. Everett Carter, who heads the transportation studies department at the University of Maryland.

c. The traffic engineer/transportation planner should take a look at the most critical locations on Route 32 for congestion and safety, such as the Burnt Woods Road intersection. We should ask them to identify any steps that can be taken quickly to improve traffic flow and safety.

The goal of this action should *not* be to complete a full study of all possible solutions, but to identify just one or two good fixes which we can use to show that such solutions are available and to emphasize the need for SHA to immediately launch a more comprehensive evaluation.

B. Eliminate through-truck traffic on local roads.

Folks were present at the October 15th rally who have been monitoring the County's efforts to impose weight limits and truck restrictions on Burnt Woods Road. We need to make certain these folks attend Citizens' Alliance strategy meetings, including that scheduled for Wednesday, November 13th. We need to learn what is happening with this issue, if it needs to be expanded to other local roads, and, if so, then we need to formulate a specific strategy for achieving the goal of weight limits and truck restrictions on Burnt Woods Road.

Frankly, I am a bit skeptical about the effectiveness of signs alone in halting thru-truck traffic on Burnt Woods and other local roads. We helped the South (Anne Arundel) County Civic Association with their concerns about thru-truck traffic. They were getting up to 800 trucks trips per day on roads which normally might have 20-30 trucks trips/day. The trucks were traveling

³ At the October 15th rally attendees were asked to complete a survey which asked if folks were or knew a traffic engineer, transportation planner, or anyone with related expertise and, if so, would they be willing to request a donation of services.

from other states to reach a rubble dump and, like those using your local roads, were avoiding a weigh station. It took some very aggressive enforcement by the police, including the assignment of a full time officer with portable scales, to solve the South County truck traffic problems.

We need to determine if an equally aggressive enforcement program is needed to keep thru trucks off of your local roads. If it is, then our next step is to find out if, in fact, such an enforcement effort is underway.

C. Modify growth management policies in ways that prevent future increases in traffic volume from making an expansion of Route 32 inevitable.

According to Dr. Carter and other traffic engineers I have spoken with, a road like Route 32 can safely and conveniently handle about 12,000 vehicle trips per day. When you get over 12,000 vehicle trips per day, then traffic becomes increasingly heavy and congested. A slight increase in accident rates may also occur.

Average daily traffic (ADT) on Route 32 at Burnt Woods Road is presently at about 17,000. Before the expansion of Route 32 below Clarksville, ADT was probably about 14,000. SHA estimates that ADT will reach 28,000 by the year 2020 *without* the addition of two lanes to Route 32. If the road is expanded to four lanes, then SHA estimates that year 2020 ADT will be 40,000 trips per day - an increase of 23,000 over present ADT.

As stated in our rally fact sheet, the County's growth projections show that another 8,739 people will be living in the Route 32 corridor by the year 2020. Assuming an average of three people per household and 10 vehicle trips per household per day⁴, then this growth may generate another 34,960 vehicle trips/day in the Route 32 corridor by the year 2020. When combined with increased trips from outside the Clarksville to West Friendship area, we are looking at traffic volumes far in excess of the 40,000 ADT projected by the SHA.

SHA has stated that a four-lane Route 32 would accommodate projected traffic volumes out to the year 2020. If they are assuming that a four-lane highway would accommodate an ADT of 40,000 and if the County's growth projections are right, then an ADT of 40,000 will be reached sometime before the year 2020. When this happens SHA *may will* begin calling for the addition of more lanes to Route 32, just as they presently calling for a fifth lane in the vicinity of Route 29. Thus we could end up with a five, six, or eight lane highway before or shortly after the year 2020.

Though there are no absolute, sure-fire methods to prevent Route 32 from being expanded, there is one approach that comes close to a guarantee, and that is curbing growth in traffic volume. To minimize the increase in traffic on Route 32 we must pursue three objectives:

- Shift future growth away from the rural portions of the Route 32 corridor and guide it towards existing population centers where growth will enhance quality of life by providing the tax-base essential to halting urban/older suburb decay. Howard County allows 5 to 12 times more growth in its rural preservation area than allowed by counties such as Baltimore, Carroll, Frederick, and Montgomery. The rural sprawl

⁴ These assumptions - three people/household and 10 vehicle trips/household/day - are standard values used in estimating traffic impacts.

permitted in our area sucks growth away from established population centers such as Baltimore and Washington, D.C. Over the past 40 years sprawl has converted both cities into high crime-high poverty areas. The same trend is now being repeated in the older suburbs adjoining both cities.⁵ The only way to halt this trend is to discourage rural sprawl and to direct growth into established population centers.

- We must aggressively pursue transportation alternatives that reduce the number of single-occupant cars traveling Route 32 during the morning and evening rush hours.
- We must get thru-truck traffic off of Route 32 by directing it to other highways where it will not cause an undue impact upon quality of life. Since each truck equals two to four cars in terms of traffic congestion, getting trucks off of Route 32 could improve the available capacity. Trucks were banned on another State highway in our area - MD 144. This action was taken to prevent thru trucks from by-passing the weigh station on I-70.

Before we can begin to aggressively lobby for any or all three of these objectives, we must develop the technical case. In other words, we must prove that each objective is realistic and will not result in an undue burden upon other communities. Fortunately, the Chesapeake Bay Foundation (CBF) and the Environmental Defense Fund (EDF) have formed a cooperative project on the overall issue of growth and transportation impacts. I believe I can convince both CBF and EDF that the Citizens' Alliance for Rural Preservation is mounting a movement which will create a uniquely favorable political climate for reversing the poorly conceived growth-transportation management policies of the past. I believe CBF and EDF may adopt the Route 32 effort as a special project. If this happens, then they should provide the technical justification needed to move into the political phase of the campaign.

The political phase of our effort must be geared to the 1998 County and State elections. Once the technical side of our case is established we must call upon County Council and County Executive Charles Ecker to support the entire package, plus specific provisions such as reducing the density permitted in rural preservation zones from one house per three acres to one house per 20 to 50 acres. A copy of an article is enclosed which discusses the recent success of Baltimore County citizen activists in getting the density on 9,000 acres of land shifted from one house per 5 acres to one per 50 acres. We must also call upon those bidding for the General Assembly (senators and delegates) and Governor to support our rural quality of life preservation package.

Once we go public with our call for support of the package we must aggressively and continually expand the number voters who urge candidates for the Council, County Executive, and the Governorship to support our cause. Initially we must target the frequent primary voters. These are the folks who have voted in most of the recent primaries. If we can win over a majority of these voters, then our influence with incumbent elected officials and their challengers will increase dramatically. We must also search for supporters among the *political family* of incumbent elected

⁵ The effects of sprawl and the need to direct growth towards our cities is described in detail in a recently published book entitled *Baltimore Unbound: A Strategy for Regional Renewal*, by David Rusk. I have forwarded a copy of the executive summary to Don Croce. If you would like to learn more about the issue, then give Don a call and ask for a copy of the summary. You can also check at a local bookstore or the library for the book.

officials. Political family members include campaign contributors as well as other individuals who influence incumbents.

If we cannot convince key incumbents to support our package, then we must encourage challengers to take up our cause. This may also create a need for some of our folks to seek a seat on the County Council or in the General Assembly.

The preceding is an overview of a complex process for achieving the goal of eliminating the need to expand Route 32. If the Citizens' Alliance decides to adopt this overview as the basis for this phase of the campaign, then we can draft a description of the specific actions required to bring it to fruition.

D. Reduce the impact of existing noise upon quality of life.

In addition to getting thru-truck traffic off of Route 32 we should also search for a low-cost/no-cost noise expert. We need an assessment of options for reducing noise impacts independent of that provided by the State Highway Administration.

As with the proposed independent analysis of options for solving congestion and safety problems, we should not seek to address noise at every location where it is a problem along Route 32. Instead, we should use our low-cost/no-cost noise expert to identify solutions for one or two locations, such as River Hill. If we can show that options are available which SHA has not considered, then we can force the State to pursue this issue more aggressively along the entire corridor.

Other Crucial Aspects of the Campaign

We need to formalize the Citizens' Alliance by electing a chair person or president, a treasurer, and other officers as well as members of a Board of Directors. We also need to expand our call for volunteers and contributors to folks who live in the Route 32 impact zone, but did not attend the October 15th rally.

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For further information on this strategy and how CEDS can prepare a similar document for your campaign call at (410) 654-3021 or send an e-mail to rklein@ceds.org You can also visit the CEDS webpage at www.ceds.org

**CHECKLIST FOR THE SPECIFIC ACTIONS REQUIRED TO IMPLEMENT THE
PRECEDING STRATEGY**

LEAD PERSON	Action	DESCRIPTION OF ACTION
	A. OPTIONS FOR IMPROVING TRAFFIC FLOW & SAFETY (OTHER THEN TWO MORE LANES)	
	A1	SHA Letter: Draft a letter to State Highway Administration (SHA) director Parker Williams asking for a thorough study of options for improving traffic flow and safety on Route 32. This study should focus on options which can be implemented in the near future, as opposed to the 5 to 8 years required to complete a widening of Rt. 32.
	A2	Letter To Other Influential People: Draft a cover letter to accompany the SHA letter which asks various influential people to join with the Alliance in calling for a study of options for improving traffic flow and safety. These influential people would include: Senator Christopher J. McCabe, Delegate Robert L. Flanagan, Delegate Robert H. Kittleman, County Executive Charles Ecker, and County Councilman Charles C. Feaga.
	A3	Our Friends of Influential People: 29 people indicated on their survey form that they knew various elected officials. We should ask those who know the officials listed in A2 to contact their influential acquaintance with a request to support our call for an immediate study.
	A4	Traffic Research Questions: Compile a list of questions we would like a traffic engineer or transportation planner to research. These questions would address topics such as options for diverting truck traffic to other routes where impacts upon residential neighborhoods would be lower when compared to Rt. 32 and a search for several specific improvements that can be made to Rt. 32 for improving safety and reducing congestion.
	A5	Interview Volunteer Traffic Engineer/Transportation Planner: Contact the traffic engineer and the transportation planner who indicated on their survey form a willingness to lend their expertise to our effort. During the conversation we need to verify their interest in helping us, their level of expertise, the terms (costs) of their support, and their attitude towards our overall philosophy.
	B. THRU-TRUCK TRAFFIC ON LOCAL ROADS	
	B1	Burnt Woods Road Leadership: Identify the people who are heading up the effort to eliminate thru-truck traffic on Burnt Woods Road. John Kingston and Jane Knighton indicated on their survey form that they have been active in this effort. Their phone number is 442-8019.
	B2	Meeting: Meet with the folks identified through B1 to discuss the following points: status of their effort; their interest in participating in Citizens' Alliance meetings; any discussions they have had with county/state police regarding the effectiveness of signs alone to control thru-trucks vs. plans the police have developed for enforcing the prohibition.
	B3	Other Local Roads: Investigate the effect of a successful effort to restrict thru-truck traffic on Burnt Woods Road. In other words, will the thru-trucks simply start using some other local road? If yes, then we need to force the county/state to develop a strategy for preventing this from happening.

LEAD PERSON	Action DESCRIPTION OF ACTION
	C. MANAGING GROWTH TO PRESERVE RURAL QUALITY OF LIFE
	TECHNICAL RESEARCH
CT1	Capacity of the Two-Lane Rt 32: Ask the Alliance's volunteer traffic engineer/transportation planner to determine how much additional traffic Route 32 can handle without making a four-lane highway inevitable.
CT2	Transportation Options for Reducing Traffic Volume: Ask the Alliance's volunteer traffic engineer/transportation planner to determine the effect of various transportation alternatives upon future increases in traffic volume. Examples of these alternatives may include: eliminating thru-truck traffic on Route 32; light rail; car-pooling; diverting traffic to other high-capacity roads (e.g. Rt. 100), etc.
CT3	SHA Traffic Projections: Ask the Alliance's volunteer traffic engineer/transportation planner to assess the accuracy of SHA's estimates of growth in traffic volume on Route 32.
CT4	Four or Eight Lanes?: Ask the Alliance's volunteer traffic engineer/transportation planner to determine how quickly traffic volumes on Route 32 might reach the point where four lanes are no longer adequate.
CT5	Widening/Straightening of Local Roads: Ask the Alliance's volunteer traffic engineer/transportation planner to determine what changes to local roads would be needed to accommodate projected growth in western Howard County.
CT6	Interview Land Use Planners: Contact the three individuals who indicated they had expertise in land use planning on the survey form they completed. During the conversation we need to verify their interest in helping us, their level of expertise, the terms (costs) of their support, and their attitude towards our overall philosophy.
CT7	Verify Growth Projections: Ask the Alliance's volunteer land use planner(s) to review the County's projections for growth in western Howard County.
CT8	Uncontrollable Growth: Ask the Alliance's volunteer land use planner(s) to review County records to determine how much of the anticipated growth has already reached a point where it cannot be stopped.
CT9	Rural Preservation Zoning: Ask the Alliance's volunteer land use planner(s) to determine how much of a reduction in growth would result if the 1 house/3 ac. zoning were reduced to 1 house/20-50 ac. We should also ask them to explore other options for slowing growth, such as a more aggressive transfer of development rights effort, greater use of farm preservation programs, etc.
CT10	Traffic Engineering/Land Use Planning Research Results: Bring the Alliance's volunteer land use planner(s) and traffic engineer/transportation planner together to exchange their findings and jointly propose a set of measures that would reduce or eliminate the need to widen Route 32.

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	CT11 Sound Out County/State Technocrats: Our volunteer land use planner(s) should discuss their findings, conclusions, and proposed solutions with County planning staff to ensure that our assumptions are accurate. They should also attempt to flush-out arguments staff will use to counter our efforts. Our volunteer traffic engineer/transport planner should have a similar interaction with County/State transportation officials.
	LEGAL RESEARCH
	CL1 Interview Attorneys: Contact the two individuals who indicated they were attorneys on the survey form they completed. During the conversation we need to verify their interest in helping us, their experience in areas of the law relevant to our campaign, the terms (costs) of their support, and their attitude towards our overall philosophy.
	CL2 Permits/Approvals Required to Widen Route 32: We should ask our volunteer attorneys to identify each permit, approval, and other authorization SHA will need to widen Route 32. This would include environmental permits, funding authorizations by the Maryland General Assembly, compliance with the Clean Air Act and other federal laws, etc.
	CL3 Status of Permit/Approvals: Our volunteer attorney(s) should determine the status of each permit, authorization, or other approval needed by SHA to widen Route 32.
	CL4 Research Each Permit/Approval to Assess Our Opportunities to Prevent Unwise Changes to Route 32: The volunteer attorney(s) should be asked to take a close look at each permit, authorization, and other approvals to determine which provides the Alliance with the best opportunity to ensure that Rt 32 is not expanded in a way that harms rural quality of life.
	POLITICAL RESEARCH
	CP1 Listing of Citizen Groups: Compile a list of all the citizen groups active in western Howard County. Verify the accuracy of the listing and completeness. We should survey the 19 folks who volunteered for "computer data entry, mail list maintenance, etc." to learn if any would be willing to take Richard Klein's list of 250 groups and put it into a useable format.
	CP2 Letter Requesting Citizen Group Support: Draft a letter to each of the citizen groups identified through CP1. The letter should describe how growth, as projected, would degrade the rural quality of life in western Howard County. This description should include: changes such as a six to eight-lane Rt. 32; widening of other roads anticipated by the Alliance's traffic engineer/transportation planner; increases in traffic congestion, declines in environmental quality, overcrowded schools; and other quality of life impacts. The letter should then set forth our strategy for preserving rural QOL, examples of how similar strategies have succeeded elsewhere, and why the support of each group is crucial to success.
	CP3 Follow-Up Calls to Citizen Groups: A week after the letter is mailed, Alliance volunteers place a phone call to each recipient described in CP1. The purpose of the call is to find out which QOL impacts are of greatest concern, the response to our proposed strategy, and the interest of each group in supporting our effort.

LEAD PERSON	Action DESCRIPTION OF ACTION
	<p>CP4 Call To Formalize An Expanded Alliance: After reviewing the results of the calls made by volunteers we make any adjustments necessary to our strategy and send a second letter to each group. In the second letter we summarize the response of all the groups, show that we've made reasonable changes to the strategy to reflect the recommendations received during the survey, and that we are focusing on those QOL impacts of greatest concern to the groups. We end the letter with a request for specific action signifying the support of each group. This action should include: a letter on the group's letterhead stating support for our strategy; an agreement to be listed as a participating group in the Alliance; an agreement to send a representative to meetings with decision-makers; an agreement to participate in Alliance strategy meetings; and an agreement to provide resources in the form of volunteers and/or funds.</p>
	<p>CP5 County Council: The Alliance asks Councilman Feaga to sponsor a bill which would implement the steps needed to reduce growth in western Howard County to a level which would eliminate the need to unduly expand Route 32 and other roads. The Councilman should be provided with copies of the letters of support generated in CP4.</p>
	<p>CP6 County Executive: The Alliance asks County Executive Ecker to support the County Council bill. The County Executive should be provided with copies of the letters of support generated in CP4.</p>
	<p>CP7 Lobbying: At this point it is reasonable to assume that Councilman Feaga and County Executive Ecker will resist our effort. We must convince both that supporting us will be crucial to their political future. We must also convince those seeking the office held by Feaga and Ecker that supporting our effort will be crucial to their success come the 1998 elections. Following are the actions required to launch an aggressive lobbying effort.</p>
	<p>CP8 Successful Efforts to Win Ecker/Feaga Support: We must research other efforts to win the support of both officials for pro-community measures. From this research we may learn of specific actions that have been unusually effective. Twenty of the folks who completed survey forms indicated they knew either the County Executive or County Council members. We should begin our research by interviewing these folks to determine if they know what prompts Mr. Ecker or Mr. Feaga to support pro-community initiatives. We may wish to continue the research by contacting longtime Howard County community activists, such as John Taylor (765-9315), Susan Gray 725-1023), and Joyce Kelly (531-5189). We should also ask each of these folks if they know of other longtime activists we should contact.</p>
	<p>CP9 Ecker/Feaga Campaign Contributors: We must compile a list of all those who contributed to the 1994 campaign of both officials. First we should determine if someone has already compiled a listing of contributors. This determination can be made by asking the folks contacted in action CP8 and by calling Common Cause of Maryland at (410)269-6888. If the list has not been compiled, then several volunteers must go to the Howard County Board of Elections (313-2727) to review the records of contributions. Volunteers should compile the following information for each contributor: name, address, phone number, date of contribution, and amount contributed. Fifteen of the folks who completed a survey form indicated their willingness to review government files. We should ask these folks to compile the list of campaign contributors.</p>

LEAD PERSON	Action DESCRIPTION OF ACTION
	<p>CP10 Ecker/Feaga Campaign Contributors Who Support the Alliance: We should compare our list of supporters with those who contributed to the election campaign of either official. We should ask each person who supported both efforts to contact the officials and urge them to support the Alliance.</p>
	<p>CP11 Individual Letters of Support: We should ask each of our supporters to write a letter to the County Executive urging him to support our position. To make this happen we must draft a sample letter and factsheet along with a cover letter explaining the issue, why these issues are vitally important, and why a letter from each recipient (to Ecker) is crucial to victory. We must also enclose a self-addressed envelope so each letter is mailed to the Alliance - <i>not directly to Ecker</i>. This way we will know how many letters have been generated and we can create a press event by delivering the letters en masse to the County Executive and Mr. Feaga. To maximize the number of letters generated, we must do follow-up phone calls, door-to-door canvassing, or catch commuters at key intersections.</p>
	<p>CP12 Letters to the Editor: Every time an article appears in any Howard County paper concerning our effort or a related issue, we should consider doing a Letter to the Editor. This action will increase our exposure and, thereby, strengthen our campaign. To make this action happen we need a couple of volunteers for each newspaper. The volunteer teams will each be responsible for reading each edition of a specific newspaper, scanning it for relevant articles, and alerting the Alliance's "Letters To The Editor" Committee to each article. The Committee would then decide if a letter is warranted and, if so, ensure that the letter is drafted in a timely manner.</p>
	<p>CP13 Listing of Regular Primary Voters: Savvy candidates for public office focus their efforts on those people who vote in most primary elections. If we can show that a large segment of these voters (in District 5) support our position, then our chances of winning the support of incumbent officials and other candidates will increase. The first step is to compile a list of these frequent primary voters. Voting records are maintained by the Howard County Board of Elections (313-2727). Some counties will provide voter lists on computer disk. Other only provide paper lists. Some require that records be reviewed at the Board of Elections. We need a volunteer to contact the Board of Elections to learn what forms of the voters list are available. The volunteer then needs to share the results of this conversation with Don Croce or Richard Klein so we can decide upon the next step.</p>
	<p>CP14 Letter to Regular Primary Voters: We must draft a letter to each regular primary voter (beginning with those in County Council District 5). The letter will introduce the voter to our campaign, how the various issues directly affect each voter, and our proposal for preserving rural quality of life. The letter should end by stating that an Alliance volunteer will be calling in the next few days to learn how the voter feels about our proposal. The mechanics for getting these letters in the mail would be the same as that described in actions E4 through E7, below.</p>
	<p>CP15 Follow-Up Phone Calls: One week after the mailing is delivered to a post office, we should place a phone call to each voter. During each call the Alliance volunteer will ask if the recipient would factor in a candidate's position on our proposal when deciding whom to vote for in the 1998 elections. We should ask the folks who checked <i>alerting neighbors to hearings and meetings through phone calls</i> to make these calls as well as other volunteers who participate in actions E4 through E7.</p>

LEAD PERSON	Action DESCRIPTION OF ACTION
	<p>CP16 Candidate Commitments: Should Ecker and/or Feaga refuse to support our position, then we should ask each candidate for County Executive and the District 5 Council seat to pledge their support for our position if they are elected to office. The likelihood of winning the support of Ecker, Feaga, and other candidates will increase considerably if our poll shows that a large proportion of the frequent primary voters support our position.</p>
<p>D. REDUCING THE IMPACT OF EXISTING NOISE UPON QUALITY OF LIFE</p>	
	<p>D1 Search for Volunteer Noise Expert: We should poll all of our active supporters to learn if any are (or know) an acoustical engineer or some other professional with expertise in noise. If this approach fails to produce such an expert, then we should look in the Encyclopedia of Associations or on the Internet for organizations focusing on this issue. We should ask each organization if they know of an expert who may be willing to help the Alliance on a no-cost/low-cost basis. If this does not work out, then the Alliance may wish to obtain quotes from a noise consulting company for the work described below. Richard Klein can provide a list of these companies.</p>
	<p>D2 Interview Volunteer Noise Expert(s): We should contact each of the noise experts identified through D1. During the conversation we need to verify their interest in helping us, their level of expertise, the terms (costs) of their support, and their attitude towards our overall philosophy.</p>
	<p>D3 Review of SHA's River Hill Noise Study: The noise expert(s) should be asked to review the study conducted by the State Highway Administration (SHA) at the River Hill community. This is the study referenced in the October 30, 1996 article in the Howard County Sun - "Traffic Noise in River Hill found nearly unacceptable".</p>
	<p>D4 Lobbying: If our noise expert finds that the noise data gathered by SHA actually supports the need for barriers and other corrective action, then we should launch an aggressive lobbying campaign designed to force the State to install the barriers. The lobbying effort would resemble that described in Section CP, above. It would target Senator McCabe, your State Delegates, and Governor Glendening. If the noise expert feels SHA failed to gather sufficient data, then we would call for a more thorough study. We should also consider doing our own study.</p>
<p>E. EXPANDING OUR BASE OF SUPPORT</p>	
	<p>E1 Who Are Our Supporters; Why Are They Supporting the Alliance?: We must review our list of supporters to see where they live in proximity to Route 32. We should then review their survey forms to learn what issues are of greatest concern to them.</p>
	<p>E2 Compile A Mailing List of Potential Supporters: Based upon the results of action E1, we should identify the supporters who live the greatest distance from Route 32. We should then compile a mailing list of all those who live within this "greatest distance." The source of entries for this list can be the computer files generated by Jack & Nancy Peters and Joe & Michele Stellone. We must ensure that folks who already contributed are deleted from this list.</p>

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	<p>E3 Letter Requesting Support: We must draft a letter that will go to each resident of the impact zone identified in E2. The letter should focus on the “issues of greatest concern” identified through E1. The letter must clearly describe each issue, show how our strategy will resolve each issue, describe the resources (funds) we will need to successfully carry out the strategy, show how much we’ve already raised, and request a contribution to cover the difference between what we’ve raised and what we need.</p>
	<p>E4 Compile Volunteers List: Michele Stellone did a great job of compiling a list of all the folks who volunteered various skills and expertise on the survey form. A number of folks checked more than one skill or expertise. Some of these folks may be asked to volunteer for two or more tasks requiring different skills or expertise. To minimize duplication of effort, we should review the list for each skill to identify folks who appear on more than one list.</p>
	<p>E5 Generate Individualized Letters/Envelopes: We should survey the 19 folks who volunteered for “computer data entry, mail list maintenance, etc.” to learn which would be willing and able to run off individualized (merge-mail) copies of the letter to portions of the mailing list compiled through E2. We also need to determine who has the capability of running off envelopes as well.</p>
	<p>E6 Copy Inserts: We will likely wish to include inserts with the letter requesting support. These inserts may include the newspaper article entitled “Traffic Noise in River Hill found nearly unacceptable” which demonstrate how callous SHA can be in rationalizing a decision to ignore problems caused by an expanded highway and the article describing the success of Baltimore County citizens in downzoning a massive area of land slated for sprawl development. We should poll each of the 19 folks who checked “making copies” on the survey form to learn which of these folks can actually make copies of the inserts and, possibly, the letter..</p>
	<p>E7 Stuffing Party: Once the individualized letters, envelopes, and inserts are ready we need to hold a stuffing party. We will also need the required number of 32¢ stamps as well. We will need one volunteer for every 50 to 100 recipients. We should call for volunteers by contacting the folks who checked the following items on their survey form: computer data entry, mail list maintenance, etc.; making copies; fund-raising, recruiting new members; editing a newsletter; writing articles, letters, etc.; and alerting neighbors to hearings and meetings through phone calls.</p>
	<p>E8 Follow-up Phone Calls: One week after the mailing is delivered to a post office, we should place a phone call to each recipient. The purpose of the call is to answer any questions they may have and to emphasize the urgent need for their support. We should ask the folks who checked “alerting neighbors to hearings and meetings through phone calls” to make these calls as well as other volunteers who attended the stuffing party.</p>
	<p>E9 Thank You Letters: A thank you letter should be sent to each new contributor generated through the mailing and follow-up phone calls. We should include a copy of the survey form with the mailing. The survey form should be revised to reflect our need for a noise expert.</p>

LEAD PERSON	Action DESCRIPTION OF ACTION
	<p>E10 Expanding the Number of People Benefitting from the Efforts of the Alliance: Once the mailing to impact zone residents has been completed, we should make one or more small test mailings to folks living outside the impact zone. We should revise our letter to stress issues which may be of greater concern to them. For example, as one moves farther from Route 32, widening of this highway may become less of a concern. Other growth impacts may be more of a concern. These “other impacts” might include straightening or widening of local roads or Route 97, school overcrowding, environmental degradation, etc. The best way to determine which issues are of greatest concern is to contact the groups representing folks outside the impact zone and then to do test mailings. Once this research is completed we would proceed by repeating actions E2 through E9.</p>

PRESERVING QUALITY OF LIFE FROM THE ROUTE 32 EXPANSION & OTHER IMPACTS OF GROWTH

THE PROBLEM

Over the next 20 years a doubling will occur in the number of people living in our area (West Friendship, Clarksville, Glenelg, and Dayton). State officials tell us that one of the things that must happen to accommodate this growth - and that projected for Carroll and Frederick counties - is the addition of two lanes to Route 32 from Clarksville to I-70.

The Citizens' Alliance for Rural Preservation is a coalition of your neighbors and organizations dedicated to preserving the quality of life in our area. Our primary mission at this point is to find alternatives that will resolve existing traffic congestion and safety problems on Route 32, but without causing the massive impacts that a poorly conceived and executed widening may bring about. These impacts include:

- a tripling in the number of cars and trucks traveling Route 32,
- an increase in truck noise,
- more noise will mean the loss of the night-time quiet which is so crucial to rural quality of life,
- construction of the additional lanes will cause a dramatic increase in pollution of our streams, wetlands, and air,
- widening of the highway will lower the value of nearby homes, and
- accelerate the pace of growth in our area.

Though we have been assured that these impacts will be addressed, we are not satisfied with promises alone. Here are several reasons why we are skeptical:

- Residents of River Hill, a community located along the recently widened section of Route 32 south of Clarksville, were promised barriers and other measures to protect their homes from the noise of trucks groaning up the highway. This promise has never been fulfilled.
- The widening of Route 32 south of Clarksville caused a dramatic increase in traffic north of Clarksville. Now Route 32 is severely congested

between Clarksville and I-70. We find it deeply disturbing that the lanes were added without taking steps to prevent severe congestion from occurring.

- The amount of land the State plans to take along Route 32 would accommodate not just two more lanes, but four!. In other words, Route 32 could become a six or eight-lane highway at some point in the future!

OUR SOLUTION

That "*something*" needs to be done about Route 32 is undeniable. The current degree of traffic congestion and unsafe conditions are clearly unacceptable and things will only get worse as more growth adds more cars and trucks to Route 32. But we are not convinced that adding two lanes to Route 32 is the only solution, much less the best. In fact, we believe alternatives are available that will reduce the need to widen the highway and will curb the many other impacts of growth in our area.

In 1992, the State of Maryland made a commitment to guide growth into existing developed areas. The purpose was to minimize sprawl in areas such as our's and in Carroll, Frederick, and other rural counties. A recent report by the Maryland Office of Planning showed that much of the future growth in the state could be accommodated in areas such as Baltimore, the adjoining suburbs, Annapolis, and other intensely developed areas. If successful, this growth management strategy would not only preserve rural land and minimize the need for new rural freeways, such as a four-lane Route 32, but it would also serve to halt the urban decay which has wreaked so much havoc for inner-city residents.

Over the last couple of months Governor Glendening has called for accelerating the effort to curb growth in areas such as ours. We want to challenge the Governor to demonstrate the depth of his commitment to this goal by taking the following actions.

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1. Halt further consideration of widening Route 32 until the following actions are completed.

2. Immediately initiate a study of steps, besides adding two lanes, that can be taken to reduce congestion and safety problems along Route 32 between Clarksville and I-70.

3. Impose a ban on truck traffic on Route 32. Each truck is equivalent to two to four cars. Getting trucks off of Route 32 will reduce congestion and, more importantly, minimize the noise affecting nearby residents.

4. Initiate an aggressive evaluation of options to direct growth away from the rural areas of Carroll, Frederick, and Howard counties.

These options should steer growth to existing population centers where roads, sewers, schools, and other infrastructure is underutilized. The Chesapeake Bay Foundation and the Environmental Defense Fund conducted a landmark version of such a study that showed that much of

the growth projected for the greater Washington area could be accommodated along transit corridors situated close to the city.

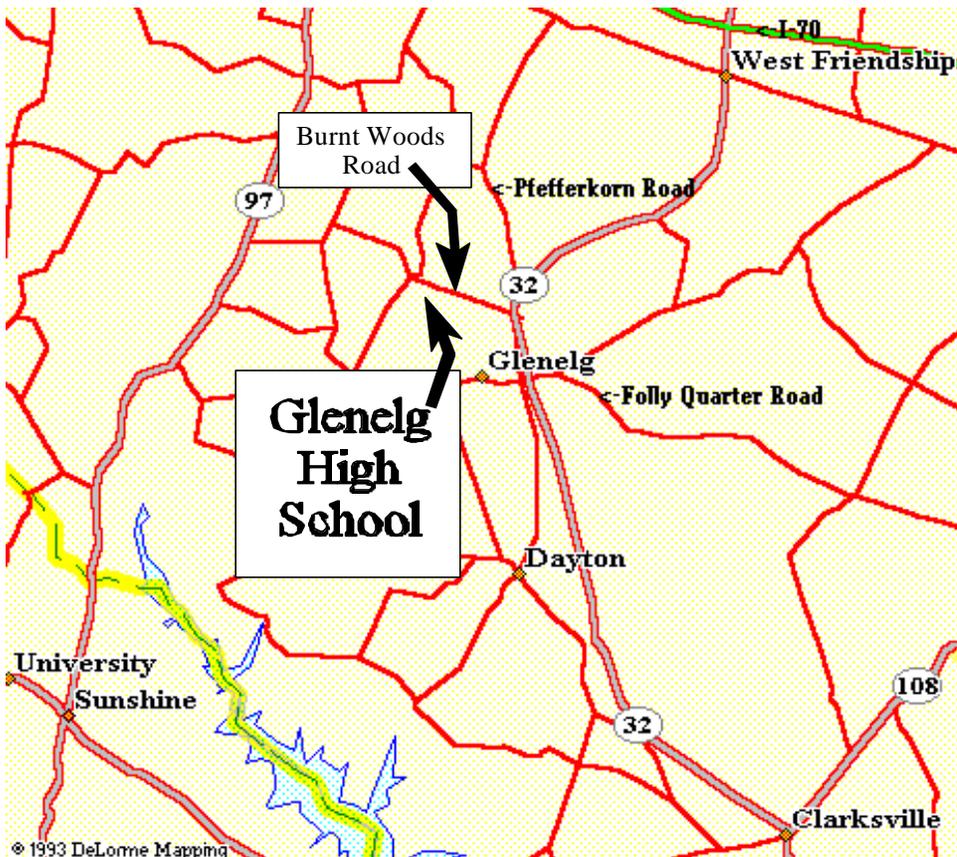
Again, these four steps could eliminate the need to widen Route 32 to a four-lane highway while solving existing traffic problems. They would also protect our quality of life from other growth impacts and guide development to areas of the state where it is desperately needed. But winning the adoption of all four steps will not be an easy task. Frankly, a number of very powerful forces will oppose us every step of the way. But we can overcome these forces. It's happened elsewhere and it can happen here. Here are a couple of examples.

- The state and federal government wanted to run I-70 through Baltimore's Leakin Park in the 1970s. Citizens organized against this disastrous plan and stopped the highway. To see the results of this effort just take I-70 in from the beltway to where it ends at the edge of Leakin Park.
- The state wanted to build a bridge near Fort McHenry to carry I-95 through Fells Point. Citizens fought the proposal and forced the construction of a tunnel rather than a bridge.
- Disney proposed a massive theme park for Haymarket, Virginia. Citizens organized to preserve the rural character of their area and defeated the Disney America project.

These folks won and so can we. In fact, we have the support of Community & Environmental Defense Services, a company which helped defeat Disney America, the Laurel Redskins Stadium, and numerous other poorly conceived projects. Yes, we can win, but only with your support. We need your hours and your dollars.

At this point we must establish a Rural Quality of Life Defense Fund of at least \$10,000. We are searching for 100 people who can help us reach this goal by contributing \$100

each. We hope you can join with us in this effort.



**HAS THE INCREASE IN RT. 32 TRAFFIC AFFECTED YOU?
WILL THE PROPOSED WIDENING OF RT. 32 HARM OUR QUALITY OF LIFE?
A SURVEY OF QUALITY OF LIFE IMPACTS & VOLUNTEER RESOURCES**

Dear Neighbor: The State has proposed widening Rt. 32 to four lanes from Clarksville to I-70 and creating six new interchanges. We are deeply concerned that this may degrade the rural character of our area, increase traffic north and south of Clarksville, and threaten the quality of life which brought many of us to this part of Howard County. Though the widening is designed for thru-traffic, it could also solve some of the problems which presently exist along Rt 32. However, we feel other options may be available which will not only solve existing traffic problems, but pose far less of a threat to our quality of life. In this survey we'd like to learn what problems you've experienced due to the increase in traffic on Rt 32. We'd also like to learn how you feel about the proposed widening of the road. Finally, we would like to learn of your interest in providing volunteer services and funds in support of this effort. On Tuesday, Oct 15th, we will hold a meeting at Glenelg High School to discuss the results of this survey and to present our strategy for preserving quality of life in our area. After you've completed the form just fold it as shown on the back, affix a 32¢ stamp, and drop it in the mail.

Name: _____

Address: _____

Phone Number: Home _____ Office _____

EXISTING PROBLEMS ON RT 32

Do you regularly travel Rt 32? Yes No

If no, then skip down to Quality of Life Issues

Do you travel Rt 32 mostly during rush-hour?

Yes No

Do you have difficulty getting onto Rt. 32?

Yes No

Do you experience excessive delays because of congestion on Rt. 32? Yes No

Do you feel that any unsafe conditions exist on Rt 32? Yes No

If yes, could you describe the location and nature of these unsafe conditions: _____

Do you feel traffic congestion or safety changed after the widened section of Rt 32 opened last May?

Yes No

If yes, could you describe the changes you've noticed: _____

Are there any locations where traffic lights are needed? Yes No

If yes, please give the location(s) _____

QUALITY OF LIFE ISSUES

How many years have you lived in this part of Howard County? _____ (years)

Did you move to this area to enjoy a rural lifestyle?

Yes No

Can you hear noise from trucks or other Rt 32 traffic at your home? Yes No

Did you notice an increase in noise levels since the widened road was opened last May? Yes No

Do you feel the level of noise detracts from your quality of life? Yes No

If yes, could you rate the effect on a scale of 1 to 5, with 1 being a very slight effect and 5 very severe effect on your quality of life: _____

The State has proposed widening Rt 32 for 8 miles from Clarksville to I-70. The proposed highway would be four lanes with a median strip.

Do you feel such a highway is in keeping with the rural character of our area? Yes No

Do you feel a four lane undivided highway would be more compatible with the rural character of our area? Yes No

If it were necessary to widen Rt 32 by adding a lane at selected locations, would you find this preferable to a four-lane highway?

Yes No

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VOLUNTEER SKILLS

Would you care to volunteer a few hours of your time to ensuring that existing traffic problems on Rt 32 are resolved in a way that preserves our rural quality of life? Yes No

(If no, go to the next section of this form)

If yes, when would you prefer to volunteer?

Night Weekends During the day

How many hours could you volunteer per week?

_____ Hours

Please check any of the following activities of interest to you.

- Reviewing government files.
- Writing articles, letters to the editor, creating fliers or posters.
- Editing a newsletter.
- Fund-raising and recruiting new members.
- Alerting neighbors to hearings, meetings, and other important events through phone calls.
- Running off copies.
- Computer data entry, maillist maintenance, etc.
- Sampling streams, looking for endangered species, making traffic counts, etc.
- Serving on our Board or Committees.
- Polling neighbors on their problems or needs.

Other _____

FUNDING A SUCCESSFUL

QUALITY OF LIFE PRESERVATION CAMPAIGN

Would you be willing to support the Citizens' Alliance with a financial contribution?

Yes No

If you checked yes, what amount would you be willing to contribute?

\$200 \$100 \$75 \$50 Other \$ _____

EXPERTISE

Do you have expertise in any of the following fields? Or, do you know someone who does and may be willing to donate their services? If you check a box then we assume you'd be willing to ask the person to provide their services on a volunteer basis.

- Traffic engineer.
- Transportation or land use planner.
- Attorney, preferably those specializing in land use or environmental law.
- Paralegal with experience researching land use or environmental law.
- Wetland scientist, ecologist, or some related field.
- Botanist or anyone else with plant identification expertise.
- Wildlife/fishery biologist or any related field.
- Hydrologist, hydrogeologist, or geologist.
- Civil engineer with expertise in soils, foundation, roads.
- Fund-raiser, telemarketing, direct-mail.
- Real estate appraiser.
- Advertising, public relations, or any related field.
- Political strategy, campaign management, etc.

ELECTED OFFICIALS

Do you know any members of the Howard County Council? Yes No

Do you know your State Senator or your Delegates? Yes No

Do you know either of your U.S. Senators or your U.S. Representative? Yes No

Is there anything else not covered in this survey form that you feel we should know or consider? Please note any volunteer skill or expertise you have which was not included above, but could be of value to the effort _____

----- *Fold Here & Above* -----

Place 32¢
Stamp
Here

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