



Central Maryland Transportation Alliance *Transportation 101*

PROGRAM MISSION

Transportation 101 will develop community leaders that are poised to enhance communities and people's lives by cultivating a healthy, resilient and more sustainable lifestyle by supporting transit, active transportation and increased access. *Transportation 101* graduates will be equipped to provide relevant and timely information to help policy makers, business leaders, and the general public make informed decisions about transportation choices and transportation infrastructure investments in our region.

DESIRED OUTCOMES

Transportation 101 graduates will:

- Develop a deeper understanding of regional transportation issues and the critical role transportation plays in our lives.
- Educate fellow citizens about transportation and its important linkages to quality of life.
- Educate fellow citizens about the importance of investing in transportation service and infrastructure.
- Become empowered advocates who implement their own action plans related to transportation.

GENERAL STRUCTURE AND FORMAT OF THE SESSIONS

- Average of 30-40 participants per class
- 3 hour sessions, one evening per week, 6 to 9 pm, for 7 weeks (food/beverages included)
- 2 to 3 topics per session
- Presentations, panel discussions, and breakout sessions followed by Q&A
- 15-20 minutes at the beginning of each session to deal with questions/feedback and to review individual action plans with your peers
- Homework may be assigned each session
- Specific topics/concepts will be presented by regional experts
- Facilitation provided for each session by Transportation Alliance staff
- Individual/small group coaching will be available between sessions as needed
- Each participant will leave *Transportation 101* with an Action Plan ready to implement

Apply for Transportation 101 here:

https://docs.google.com/forms/d/e/1FAIpQLSfip3VrBLXmNNQl6qZOg45fdi0htfjvhd0akC7n8QhSSMwtzg/viewform?usp=sf_link

About Us

The Central Maryland Transportation Alliance was formed in 2007 as a diverse coalition of corporate and civic leaders uniting business, philanthropic and institutional sectors around a common agenda: improving and expanding transportation options for the citizens and businesses of Central Maryland. Our singular focus is to be a catalyst for improving the region's transportation.

FAQ

What is *Transportation 101*?

Transportation 101 is a 7-week class in which participants meet to learn from local experts and leaders, meet other interested citizens and ultimately put what they learn into action.

Transportation 101 is modeled after the Denver Transit Alliance Citizens' Academy that has been in operation for over 10 years and boasts over 800 graduates. The Transportation Alliance believes that engaged and informed citizens are integral to building the region's transportation future.

Who applies for *Transportation 101*?

There is no single type of person who can apply for *Transportation 101*. We aim to recruit participants from all walks of life, and who are motivated by both professional and personal reasons to apply. Applicants can be professionals in the private sector, government employees, elected officials, students, and retired seniors. We believe that diversity in all aspects, including geography, occupation, race, age, gender, ability, and education will make our program stronger.

What will I learn?

Our agenda will evolve from each *Transportation 101* to the next, but the common theme is how transportation connects to people. We have speakers who are local experts, work in small groups, and learn from other participants through the Action Plan process.

I'm not sure what an Action Plan is. Do I have to stick with the idea I put on my application?

You will be asked to make an Action Plan during your seven weeks of class. These plans are ways that you can become more involved in your community or workplace by advancing some aspect of transit, transportation and/or community building. We ask you to give us an idea for your Action Plan so that we can gauge the incoming class's interest in certain topics, and because we want our participants to start with the mindset of making positive change in their communities. You may change your Action Plan, and to some degree we expect that you will after you have learned more about Central Maryland's transportation challenges and opportunities. Part of the 7-week experience is really developing your ideas, passions and thinking creatively with your fellow participants so that you have time to create a project.

Who pays for this?

The Central Maryland Transportation is an initiative of the Baltimore Community Foundation, a 501(c)3 nonprofit organization. We rely on grant funding and sponsorships to cover the cost

of the *Transportation 101* program. All *Transportation 101* participants are offered a scholarship to attend free of charge. The cost of each participant is \$1,000, but we feel passionate about underwriting these costs and keeping the program free to participants. However, if you or your employer would like to support the *Transportation 101* program or contribute to the Transportation Alliance, we look forward to getting you involved.

Transportation 101 Session Framework

Session 1: Setting the Stage

Session 2: Why Transportation Matters

Session 3: Making Connections for Jobs & Innovation

Session 4: Transit – Connecting the Region

Session 5: The Planning Process

Session 6: The Missing Pieces

Session 7: Taking Action

For further information, please contact Eric Norton at enorton@cmtalliance.org or 410-332-1723 ext. 121.