

Transportation Demand Management Plan for Downtown Columbia



MULTIMODAL TRANSPORTATION BOARD PREVIEW

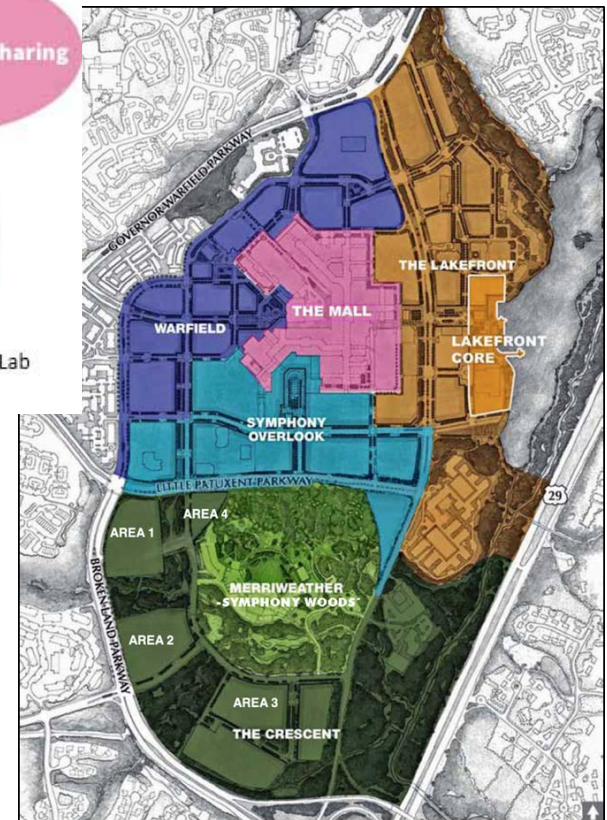
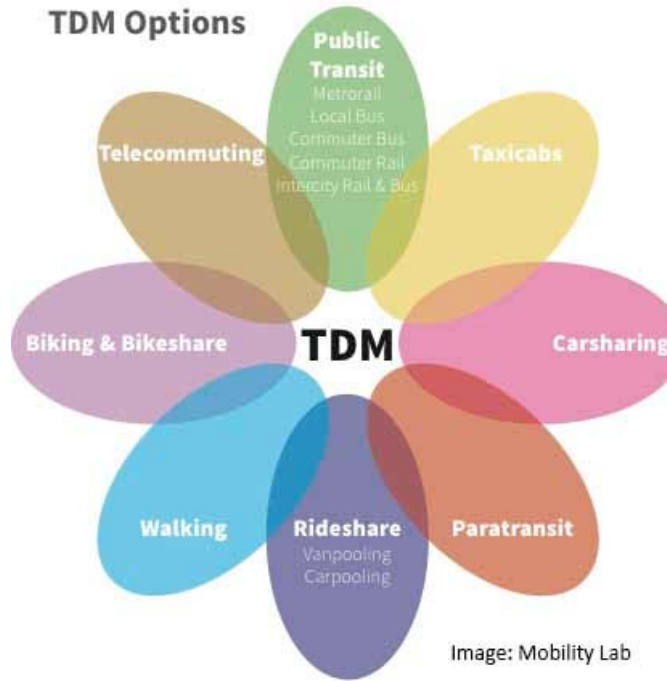
JUNE 28, 2018




Howard County
OFFICE OF TRANSPORTATION



- The Downtown Columbia Plan includes Transportation Demand Management (TDM) as one element of the overall approach to managing Downtown Columbia's growth.
- The Howard County Office of Transportation (OoT) has developed this Downtown Columbia Transportation Demand Management Plan (TDMP) in conjunction with the Downtown Columbia Partnership (DTCP).
- The TDMP provides a framework and action steps for TDM in Downtown Columbia, but Howard County and the DTCP envision that the framework and the actions will evolve over time.



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- TDM strategies encourage people to take transit, rideshare, walk, bike, and telework, thereby reducing the number of motor vehicles using the road network.
 - Effective TDM can reduce the need for new road infrastructure such as additional lanes, intersection widenings, and interchanges that make a place less walkable.



TDM refers to a toolbox of strategies used to manage the demand for travel.

Howard County - Existing TDM



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HOWARD COMMUTER SOLUTIONS
Transportation Solutions for Everyday Travel

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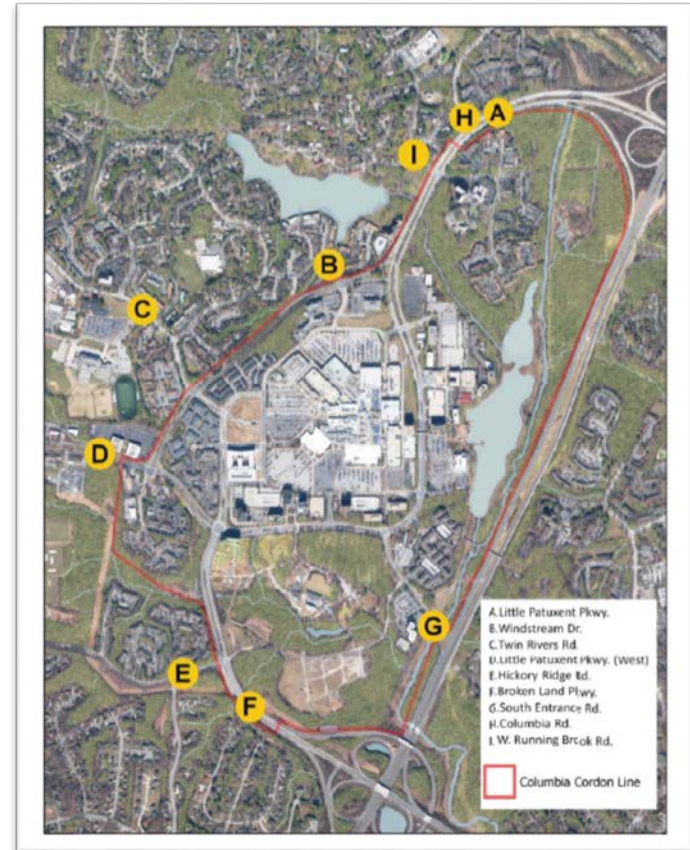
Welcome to Howard Commuter Solutions, transportation solutions for everyday travel. We're your resource for information on ridesharing, transit, biking, and other alternatives to driving by yourself in Howard County.

Howard Commuter Solutions is the Transportation Demand Management (TDM) program of Howard County, Maryland, funded by the Maryland Department of Transportation / Maryland Transit Administration and the Howard County Office of Transportation.

TDM and Downtown Columbia



- The traffic study that accompanied the Downtown Plan assumed a trip generation reduction of 15 percent for TDM.
- Absent this reduction, the amount of development envisioned under the Plan could:
 - Cause congestion above the standard established in the Plan, and/or
 - Necessitate road improvements, some of which will be very costly, sooner than envisioned.
- If the 15 percent trip reduction can be exceeded, congestion will be less than envisioned:
 - Allowing for more free-flowing traffic
 - Costly road improvements can be deferred or, potentially, eliminated
 - Less land needed for parking.
- TDM adds to existing policies and requirements such as Traffic Impact Studies and Adequate Public Facilities requirements



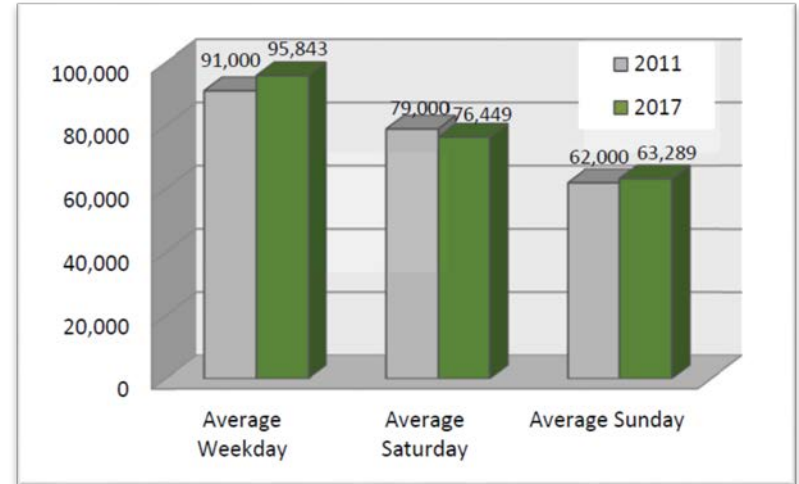
The County monitors modal share at the “cordon line”

Current Transportation Conditions by Mode

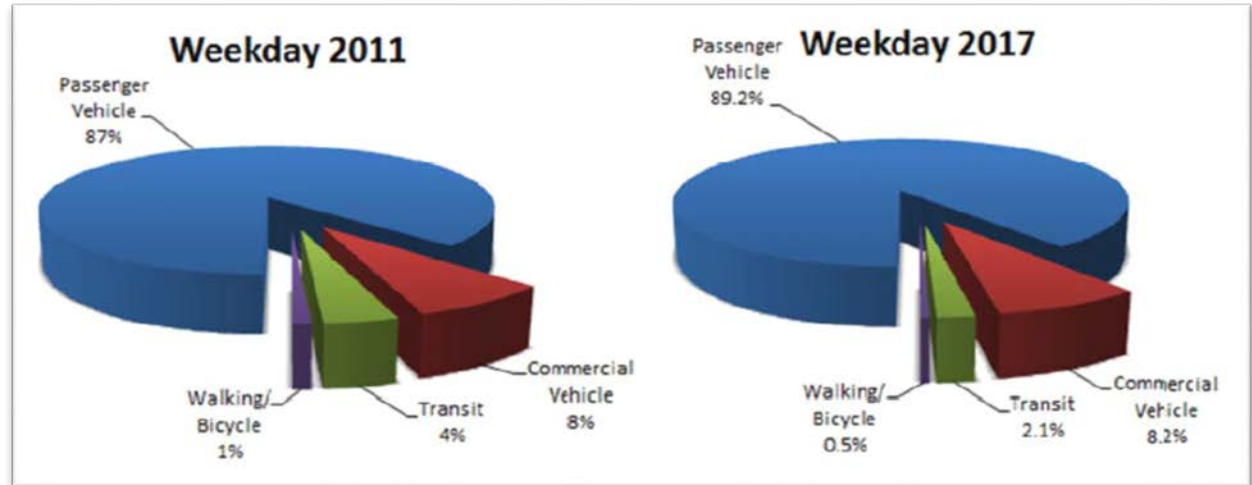


- Mode share
- Driving, parking
- Ridesharing
- Walking
- Bicycling
- Transit

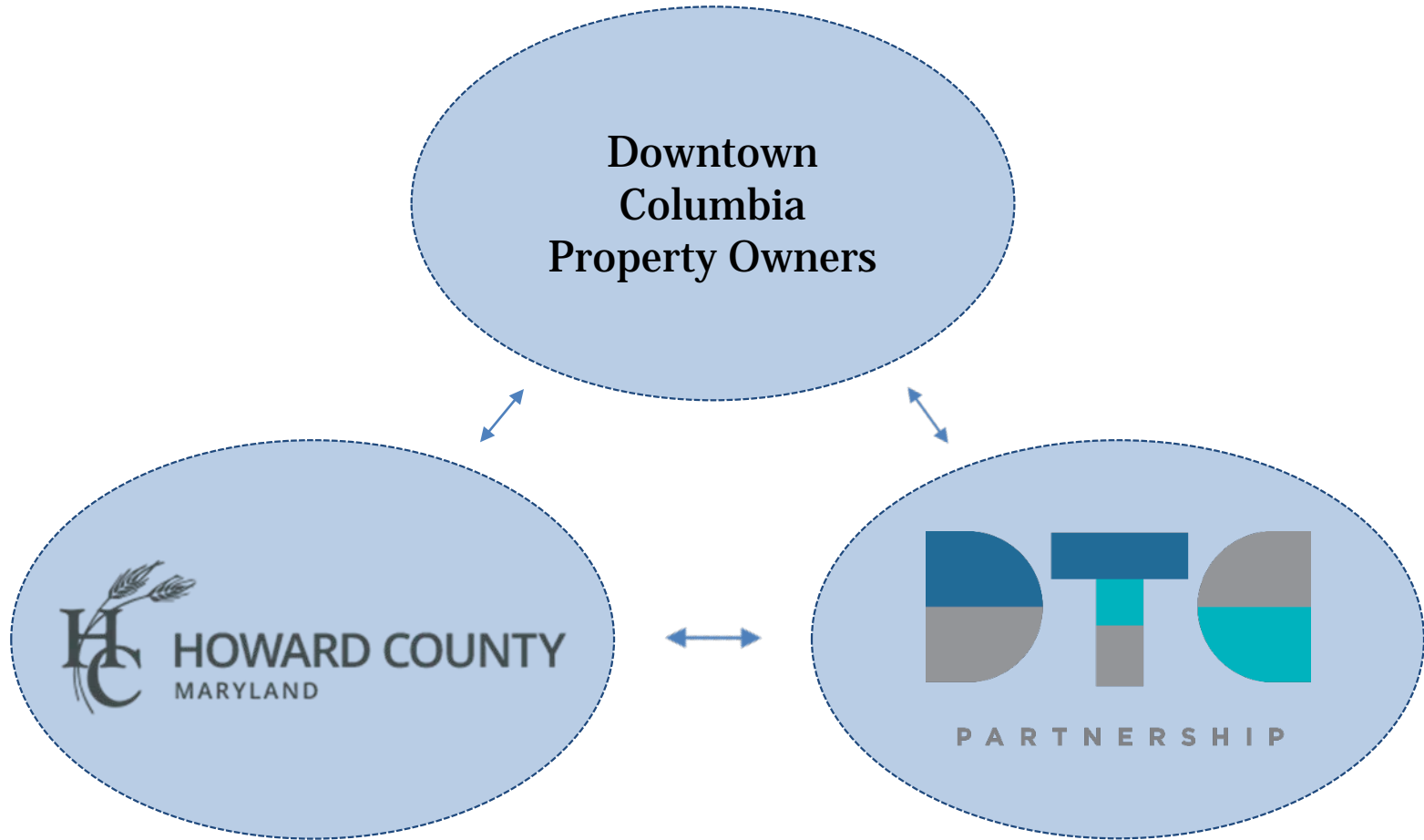
Vehicle trips crossing the cordon line



Mode of travel for persons with origins/destinations in downtown



TDM Plan - Roles



Downtown Columbia Property Owners



- Site development plans (SDPs) proposed under the Downtown Columbia Plan will include **PROPERTY-SPECIFIC TDM “STATEMENTS”** as part of traffic impact studies.
- The TDM statements will **EXPAND BEYOND THE CURRENT TDM STATEMENTS REQUIRED IN TRAFFIC STUDIES**. Statements will include metrics such as:
 - transportation mode-split objectives
 - pedestrian and bicycle trip objectives
 - vehicular trip reduction objectives
 - and
 - action plans to achieve the objectives
- Beginning three years after occupancy, property owners will submit **TDM MONITORING REPORTS** to the County, compare TDM performance of the property to the objectives set forth in the TDM statements, and, if not being met, adjust action plans as necessary.
- After a site has achieved its TDM goals for two consecutive reporting periods no further monitoring will be required, unless the tenant mix or the SDP changes substantially.

The OoT will review and approve TDM statements.

Howard County



- Continue to make improvements that make it easier to:
 - To walk and bike downtown
 - Use transit and other non-single occupancy vehicle methods to get into and out of downtown.
- Track downtown TDM performance over time
- Promote and build TDM
 - Market and promote TDM programs to property owners/tenants, assist with planning
 - Maintain a website for downtown TDM, including a database of TDM statements and monitoring reports
 - Serve as an information source/ clearinghouse for TDM best practices
 - Explore other TDM-related options such as car-sharing
- Related roadway and parking improvements

Downtown Columbia Partnership



- Promote TDM and TDM programs to DTCP members
- Facilitate meetings between the OoT and existing or prospective downtown businesses
- Work with owners of properties that were developed prior to the Downtown Columbia Plan to encourage them to adopt TDM
- Advocate for improvements to walking, biking, and transit, including wayfinding
- Provide funding support for TDM from Community Enhancement, Program and Public Amenities (CEPPA) 25 revenues

TDMP Tracking and Monitoring



- Howard County will create a database to track all TDM statements and monitoring reports.
- The objectives of the tracking will be to
 - Assess the ongoing cumulative success of the property-specific TDM statements towards meeting the 15 percent trip reduction goal in the 2008 Columbia Town Center Generalized Traffic Study
 - Use the results to inform traffic impact studies including trip generation, parking and TDM statements for new proposed development downtown
 - Learn which TDM measures are more proving most effective so as to inform future property-specific TDM statements

Public Meeting

July 10th 6:30-8pm

10475 Little Patuxent Parkway

Howard County Office of
Transportation

Clive Graham, Administrator

Allison Calkins, TDM Specialist

Downtown Columbia
Partnership

Phillip Dodge, Executive Director

Greg Fitchitt, Board Chair

Public Meeting to Discuss Downtown Columbia Transportation Demand Management Plan Set for July 10th



The meeting will be held from 6:30 - 8pm at 10475 Little Patuxent Parkway, Columbia, MD 21044 (accessible by RTA Routes 406, 501, 503) and is open to the public. A formal presentation will take place starting at 7:00 p.m. After the presentation, OOT and DTCP staff members will remain on hand to answer any questions and gather public comments. No registration is required.

Those unable to attend the meeting who would like to view the TDMP can access it here:

<https://bit.ly/2t5Nqok>



Public Comments



- By close of business Friday, July 20, 2018
- Questions /more information
 - ✦ Allison Calkins acalkins@howardcountymd.gov
 - ✦ Philip Dodge Phillip@dtcpartnership.com
- Full TDMP: <https://bit.ly/2t5Nqok>