List of Meeting Materials

Complete Streets Implementation Team
Meeting #10

Wednesday, October 7, 3:00 pm

GoToMeeting: https://global.gotomeeting.com/join/544479165
Audio is available by computer through the link above or by phone:
571.317.3122, access code 544-479-165

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Community Engagement Plan 7

Proposed edits to Community Engagement Plan,
including Citizen's Guide 38

Draft minutes of September CSIT meeting 45

Agenda

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Introduction, roll call, agenda review,
review and approval of September meeting minutes 3:00

Community Engagement Plan (due this month) 3:05

TIPS/prioritization process (due this month) 3:45

Brief updates 4:15

- Design Manual

Next steps 4:25

- Next CSIT meeting: Wednesday, November 4 at 3:00 pm
- Action items from this meeting

Adjourn 4:30

HOWARD COUNTY
TRANSPORTATION IMPROVEMENT PRIORITIZATION SYSTEM (TIPS)
OCTOBER 6, 2020

Introduction:

The adoption of the Complete Streets policy (Council Resolution 120-2019) requires Howard County to develop a project scoring mechanism for all potential capital transportation projects based on a subset of the performance measures mentioned in the policy. Although all of the performance measures in the Complete Streets policy are to be used for annual tracking purposes, only selected measures can be estimated at the project prioritization stage.

Application and assumptions: Given the current availability of data for certain measures, the initial roll out for the scoring system will be limited to certain transportation projects that are focused on mobility, safety and enhancements to the system. Storm drainage, bridge, road resurfacing and certain other system preservation projects will not be scored by the method described below. Transportation projects that will be subject to scoring include road projects, sidewalks and shared use pathways, and traffic projects. Over the course of the next 18-24 months, depending on funding being made available for implementation of a Transportation Asset Management Program, the County will be documenting system preservation needs and goals to help determine if or when and how stand-alone system preservation programs or other projects should be considered by the scoring system. The proposed scoring system below will be applied in FY 2022 and be evaluated after the first year to refine the system based on one year of experience.

Categories and weighting:

The system below includes four categories with a potential total score of 50 points for each project.

Multimodal Safety and Access are the core functions of all transportation projects, so this category includes a possible total of 20 points, or 40 percent of the total. This category includes 5 types of safety and access driven by the performance measures adopted in the Complete Streets policy. Each type of access can receive a maximum of 4 points, so a project providing multiple forms of access will score more highly. This is the essence of Complete Streets.

Equity scores are driven by the Vulnerable Population Index and map developed in response to concerns that wealth and access to decision makers has played an overly significant role in transportation decisions over the years. Greater investment is needed in traditionally underserved communities. The Complete Streets policy requires that equity be a significant criterion, so this category includes a possible total of 10 points, or 20 percent of the total score.

Points will be awarded based on the Vulnerable Population Index (VPI) as defined by the Complete Streets policy. Each census tract has a VPI between 0 and 14 based on several factors: poverty, non-Hispanic non-white population, Hispanic population, people with limited English proficiency, disabled population, elderly population, and households without cars. The project score in this category will be based on the VPI of the census tract in which a project is located.

Crash History is provided in addition to the Multimodal Safety and Access category to emphasize the importance of safe travel for everyone in Howard County. This category has a possible total of 10 points, or 20 percent of the total score. Locations with documented concerns regarding a history of crashes would be prioritized.

System Preservation/Maintenance recognizes the significant transportation system preservation needs and the increased demands placed on departmental budgets when building and maintaining transportation projects. There are 10 possible points in this category, or 20 percent of the total score. To reiterate the points made above, this part of the scoring system is meant to capture the system preservation elements of projects that are not excluded during this stage of implementation. That is, if the project is not primarily a system preservation project, it will still get assessed by the scoring system. But generally, bridge projects, road resurfacing, and storm drainage projects will not be scored.

For future years (beyond FY 2022), the County needs to consider how to treat various levels of existing system preservation investment as part of a scoring matrix. For example, if the county has a overall goal to maintain certain items such as roads, signals, or crosswalks to certain standards, should a group or program of projects in these categories even be subjected to an overall scoring system if the level of investment in these projects is not achieving County goals related to asset management or system preservation?

Bonus points: Recognizing the importance of leveraging funding from non-County sources to minimize the burden on County taxpayers, up to 10 bonus points may be provided if cost sharing opportunities are available.

Application of Project Scores to Project Priority Levels

Up to one third of the highest-scoring projects would be ranked as High Priority, up to one third as Medium Priority, and the remainder as Low Priority. Prior to ranking any projects, it is difficult to determine where the line (point score) is for these categories. There may be a need to have several projects shift between categories after scoring if there isn't a logical break between the high, medium, and low categories. Minor differences in points between projects are not intended to result in a project with, say, 35 points being prioritized over a project with 34 points unless the lower points cause the project to fall into a different priority range (e.g. High vs Medium).

Limits to Project Prioritization Scoring

Just because a project ends up in a lower priority category does not mean it could not be funded prior to a project in a higher category. The County Executive may determine that there needs to be a more diverse spread of projects in terms of cost, need, significant and unique funding opportunity, geographic location, or to address a significant and immediate safety need in any given fiscal year. Further, if too many high priority projects tend to be large costly projects, the County Administration needs the ability to fund lower priority projects within the bounds of annual affordability guidelines.

The intent of this policy is to develop a more consistent and transparent method for advancing transportation projects when funding is available to do so.

HOWARD COUNTY
TRANSPORTATION IMPROVEMENT PRIORITIZATION SYSTEM (TIPS)
OCTOBER 6, 2020

Project Scoring System (50 possible points)

MULTIMODAL ACCESS AND SAFETY (20 possible)

Pedestrian access

- Project provides pedestrian facilities (sidewalks, shared use pathways, crosswalks, etc.) in accordance with Walk Howard: 4 points
- Project provides pedestrian facilities (sidewalks, shared use pathways, crosswalks, etc.) in locations that were not specified in Walk Howard: 2 points
- Project does not provide pedestrian facilities: 0 points

Bicycle access

- Project provides bicycle facilities (shared use pathways, bike lanes, etc.) that result in Level of Traffic Stress (LTS) 1 or 2: 4 points
- Project provides bicycle facilities (bike lanes, etc.) that do not result in Level of Traffic Stress (LTS) 2 or better: 2 points
- Project does not provide bicycle facilities: 0 points

Transit access

- Project provides new or improved bus stops, enhancements to existing bus service, and/or improved access to bus stops: 4 points
- Project does not improve bus stops or access to bus stops: 0 points

Motor vehicle access

- Project addresses a documented traffic congestion concern based on the results of a traffic study: 4 points
- Project is expected to improve traffic congestion, but a traffic study has not been conducted: 2 points
- Project is not expected to address traffic congestion: 0 points

Access to community facilities

- Project provides pedestrian and/or bicycle facilities AND is within 1/4 mile of one or more of the following: schools, libraries, parks, community centers, village centers, social service centers, health care facilities, government centers, employment centers: 4 points
- Project provides pedestrian and/or bicycle facilities AND is within 1/2 mile of one or more of the following: schools, libraries, parks, community centers, village centers, social service centers, health care facilities, government centers, employment centers: 2 points
- Project does not provide pedestrian and/or bicycle facilities within 1/2 mile of the community facilities listed above: 0 points

HOWARD COUNTY
TRANSPORTATION IMPROVEMENT PRIORITIZATION SYSTEM (TIPS)
OCTOBER 6, 2020

EQUITY (10 possible)

If a project is located in more than one census tract, the higher VPI will be used.

- Project is in a census tract with a VPI of 6 or higher: 10 points
- Project is in a census tract with a VPI between 3 and 5: 5 points
- Project is in a census tract with a VPI of 2 or less: 0 points

CRASH HISTORY (10 possible)

- Project provides safety improvements at a location that has a documented crash history as determined by the Howard County Director of Public Works: 10 points
- Project is expected to improve transportation safety, but a specific crash history has not been formally documented: 5 points
- Project is not expected to address transportation safety: 0 points

SYSTEM PRESERVATION/MAINTENANCE (10 possible)

- Project is principally focused on maintaining existing infrastructure and/or is expected to create no (or minimal) additional maintenance needs: 10 points
- Project is principally focused on maintaining existing infrastructure and/or is expected to create modest additional maintenance needs: 5 points
- Project is principally focused on creating new infrastructure and/or will create additional maintenance needs: 0 points

BONUS POINTS FOR COST SHARING (10 points)

- Project leverages at least 75 percent non-County funds (Federal, State, and/or private) to reduce cost to County taxpayers: 10 points
- Project leverages at least 50 percent (but less than 75 percent) non-County funds: 7 points
- Project leverages at least 25 percent (but less than 50 percent) non-County funds: 4 points
- Project leverages some non-County funds, but less than 25 percent: 1 point
- Project uses only County funds: 0 points

Community Engagement Plan
for Transportation Projects

September 15, 2020

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Events
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How do we make decisions?
Transportation Planning
County Capital Transportation Projects
Major Capital Project and Public Engagement Process
Minor Capital Project and Public Engagement Process
Private Development Projects
Development Technical Review
Major Subdivisions and Commercial Site Development Pla
Private Development Projects and Public Engagement Pro
Citizen's Guide to Community Engagement

Figures

Figure 1. Spectrum of Public Engagement, adapted from the Internationa Public Participation
Figure 2. Opportunity curve for meaningful stakeholder engagement
Figure 3. Community engagement decision making flowchart
Figure 4. Community Engagement Plan guiding principles
Figure 5. Equality vs. Equity from 7 Steps to Advance and Embed Race E Foundation
Figure 6. Howard County demographic infographic
Figure 7. Defining community stakeholders
Figure 8. Howard County Vulnerable Populations
Figure 9. Methods of Communication for reaching Community Stakehold
Figure 10. Community engagement events
Figure 11. Complexity of decision matrix for designating a project major of public engagement, adapted from Hurley-Franks Associates, 2
Figure 12. Major and Minor Capital Projects and Public Engagement Pro
Figure 13. Major and Minor Capital Projects and Public Engagement Pro
Figure 14. Private Development Projects and Public Engagement Process

Appendices

Appendix A: Stakeholder List

How to use this document

This plan presents best practices for community engagement for Howard County transportation projects. It is intended to illustrate procedures for how Howard County employees and others involved in development of transportation projects will engage with the general public in the transportation project development process.

These resources should be used in conjunction with the Subdivision and Land Development Regulations, the Howard County Design Manual, and the Complete Streets policy.

Background/Introduction

This section provides background on the Howard County Complete Streets policy, explains what community engagement is, and lists the public entities who are involved with the transportation decision making process.

Why is engagement important?

This plan sets out the vision and guiding principles that guide the County's community engagement process and answers the question why engagement is important. It also sets out the goals for the process, along with objectives and performance measures that will be used to gauge the County's success in achieving those goals.

Who is the community?

This section defines what community means in the context of the community engagement process. It explains the importance of striving for diversity, equity, and inclusion throughout engagement, and explains how to identify the community stakeholders. Potential for divided community

How do we engage the community?

This section outlines methods of communicating with the community as well as tools that will be used to interact with the community and collect public feedback.

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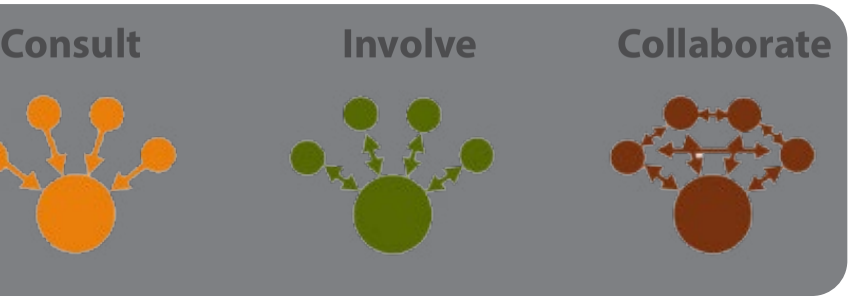
Successful community engagement requires using a variety of techniques and tools because the public consists of a wide range of people who travel using different modes, have different perspectives and life experiences, and prefer different ways to communicate. Additionally, different types of information and feedback are necessary at different points of transportation project development. Sometimes the need for public input is limited, and at other times it is critical to determine the overall direction of a project.

Community engagement occurs on a spectrum, ranging from relatively low levels of engagement to high levels of engagement, as depicted below.



High level of public engagement

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To work with the community throughout the project development process to understand their concerns and incorporate them into projects as appropriate.

To partner with the public on decision making throughout the project development process, directly influencing the design of the project.

nent, adapted from the International Association for Public Participation

step project development process that includes:

- Project initiation,
- Planning,
- Design, and:
- Plans, specifications, and estimate (PS&E).

Decisions made at early stages of the process are built upon in subsequent stages. For that reason, the opportunity for a high level of community engagement tends to be higher at the beginning of the project development process and decreases as the process goes on and decisions are made, as reflected by the below chart.

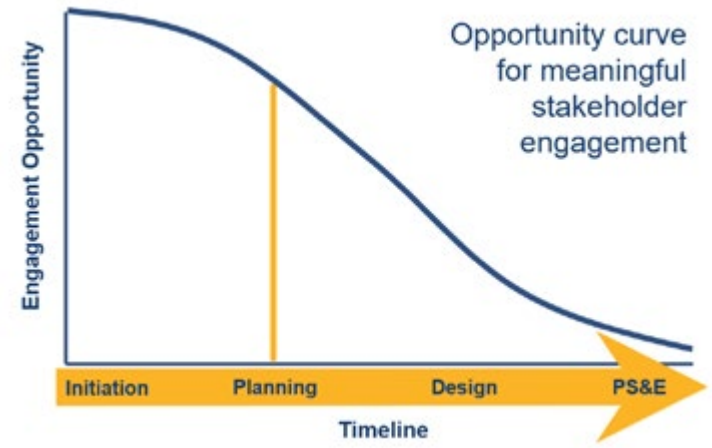

Figure 2. Opportunity curve for meaningful stakeholder engagement

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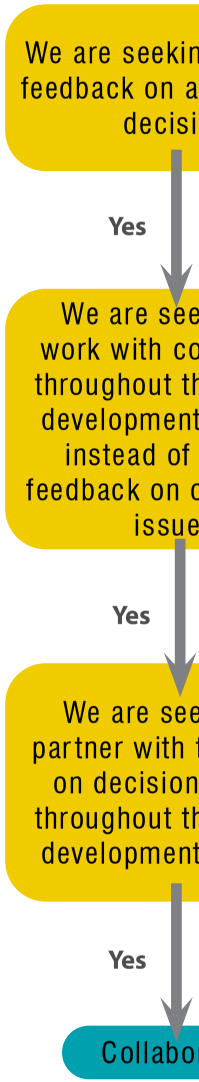

Figure 3. Community

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Multiple Howard County governmental entities are involved with the initiation, planning, design, construction, and maintenance of the County's transportation network. A description of the role of those entities and the acronyms used to refer to them is provided below.

Department of County Administration

The Department of County Administration fosters interdepartmental coordination and provides day-to-day administrative and technical support to ensure efficient operation of government and effective use of tax dollars in delivering services. The Department is responsible for the annual preparation of an operating and capital budget for the review and approval by the County Council.

- The operating budget provides funding and appropriation for the day-to-day operation of all County public services provided to residents and businesses. This includes: annual County appropriation to education entities including Howard County Public School System (HCPSS); funding of County employee salaries and benefits, contractual services, and supplies and equipment for various day-to-day services; and principal and interest payments for existing and new loans borrowed to finance public infrastructure (capital projects).
- The capital budget provides funding and appropriation for the construction or acquisition of physical assets and covers many different projects, from construction of schools, libraries, and roads to renovations of recreation centers and bridges. Capital projects are primarily funded through issuing debt, typically 20-year General Obligation bonds, with annual principal and interest payments paid from the operating budget (similar to a home mortgage).

County Council

The County Council consists of five members who serve four-year terms. Since 1986, the County Council Members have been elected from five separate districts. There is a three-term limit for Council members. The elected members of the Council serve as the County's legislative branch, Zoning Board, and Liquor Board. They also provide constituent services for residences in their district. The County Council also reviews, provides public

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by facilitating the development of safe, healthy, equitable, connected, and sustained communities, concurrently respecting individual rights and protecting the County's natural environment, it's historical integrity, and character. Among other activity, DPZ oversees the development review process, which includes reviewing private development plans for compliance with County regulations governing infrastructure, including transportation infrastructure.

Planning Board (PB)

The Planning Board makes recommendations to the County Council and the Zoning Board on all matters relating to planning and zoning of the County. They also make decisions with respect to matters submitted to it pursuant to the laws, rules, regulations, and ordinances of the County, and general plan guidelines. Particularly relevant to the implementation of the Complete Streets Policy, the PB makes recommendations on capital programs and capital budgets and reviews private development for compliance with County Code and planning documents.

Complete Streets Implementation Team (CSIT)

The Complete Streets Implementation Team consists of an equal number of internal and external stakeholders that guide and track the implementation of Complete Streets Policy. Internal stakeholders include representatives from the Howard County Executive's Office, the Office of Transportation, the Department of Public Works Highways Bureau, the Department of Public Works Engineering Bureau, the Department of Planning and Zoning, the Department of Recreation and Parks, and Howard County Council. External stakeholders include representatives from Howard County Public School Systems (HCPSS) Transportation Office, Columbia Association, Multimodal Transportation Board, Howard County General Hospital, a private sector engineer, and the Horizon Foundation.

Why is engagement impor

Vision

The Howard County Complete Streets Policy vision is:

- *To ensure that Howard County is a place for individuals of all backgrounds to live and travel freely, safely, and comfortably, public and private roadways in Howard County shall be safe and convenient for residents of all ages and abilities who travel by foot, bicycle, public transportation or automobile, ensuring sustainable communities Countywide.*

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- *Community and design essential to Complete St*

Guiding Princi

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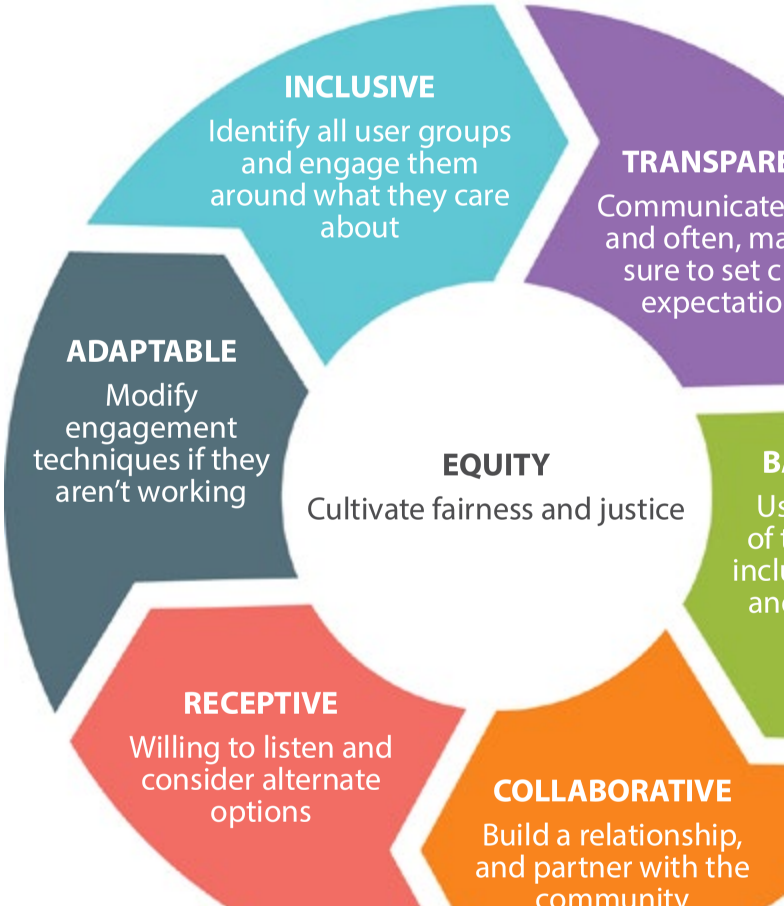

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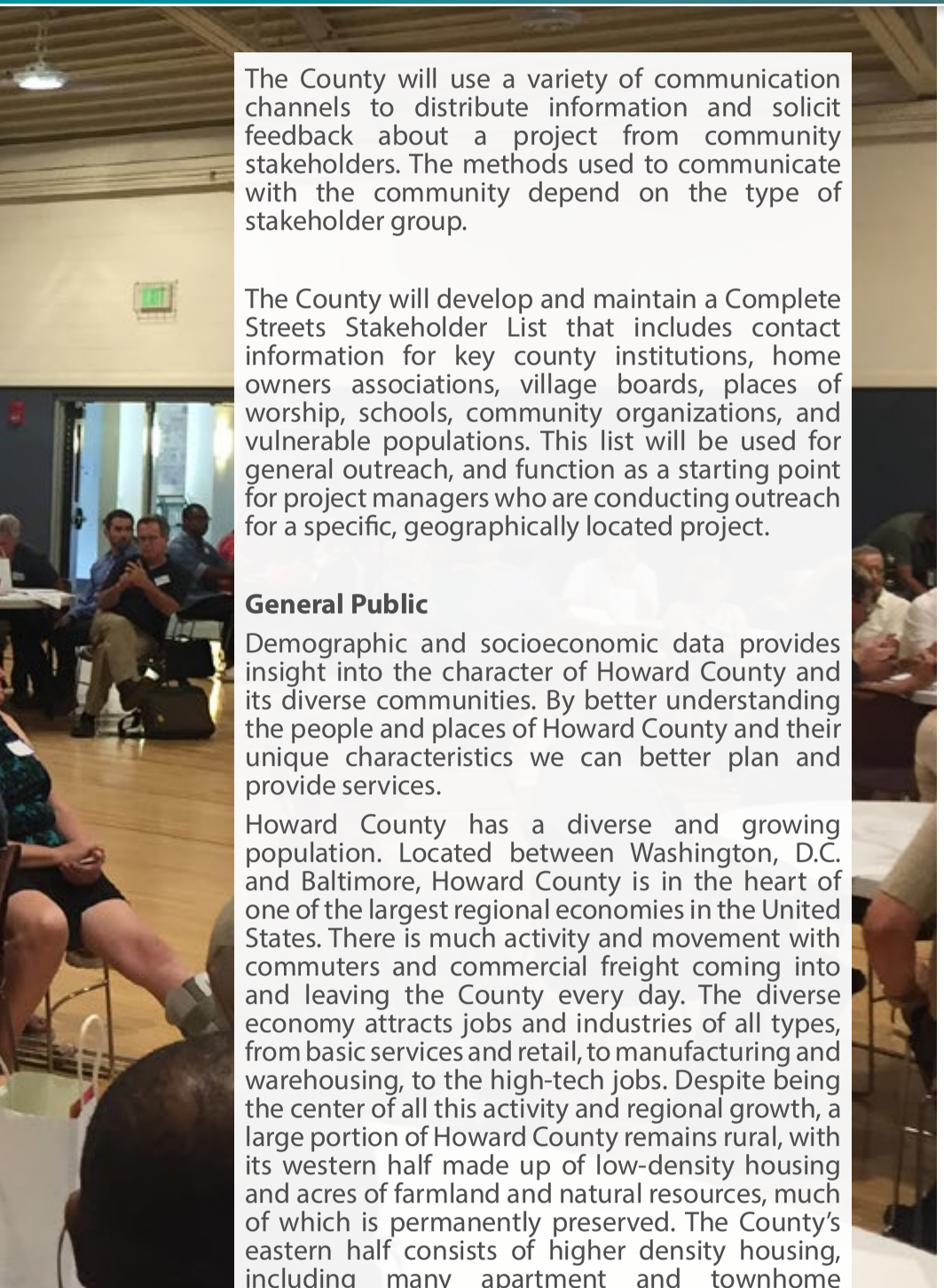
tives in mind:

Objectives (measurable strategies, achievable and specific)	Performance Measures (mark progress toward objectives)
• Consult with community institutions in advance of project scoping to gain historical perspectives and experiences with location under consideration and provide background information on project history and project development process	• Number and types of community institutions, organizations and stakeholders consulted
• Collaborate with community to determine appropriate public engagement approach, including where and when meetings should be held and the preferred format	• Community meeting decisions documented on project website
• Proactively include community institution representatives on Complete Street email list and project email list for projects in their area	• Number and types of organizations represented on Complete Streets and project specific listservs
• Develop messaging that resonates with community stakeholders for use across multiple platforms, including emails, websites, social media, and signage	• Utilize all communications channels to distribute messaging
• Increase subscribers to Complete Streets and project specific listservs in affected communities	• Number of Complete Streets and project specific listserv subscribers; Percentage of emails opened
• Increase social media usage to promote educational content, events, surveys, by geo-targeting community stakeholders	• Number of social media shares, likes and comments for each post
• Increase online traffic annually to Howard County Complete Streets website and project specific website	• Number of unique visits to Complete Streets and project specific websites
and collaboration between Howard County staff and community stakeholders	• Provide in-person and online feedback opportunities that include survey and open-ended options • Advertise participants can request special accommodations if they have accessibility challenges • Where requested, provide project materials in alternative formats for individuals with barriers to access (disability, vision, hearing, language)
Process and Outcomes Formalize internal processes, internal and external feedback loops, and ongoing community engagement	• Endorse and implement this Community Engagement Plan • DPW, DPZ, OoT staff, and County consultants representing the County (need to define which staff) participate in annual training in equitable public engagement and the principles supporting the Complete Streets policy

Tracking and Reporting

Tracking and reporting on the above performance measures will be completed during the preparation of the Complete Streets Annual Report by the Office of Transportation as mandated by the Howard County Complete Streets Policy. The reports will be used to analyze trends over time, with a goal of seeing equal or improved measures year over year. Trends that do not improve will be analyzed for causation and strategies will be adjusted accordingly.

COMMUNITY?



The County will use a variety of communication channels to distribute information and solicit feedback about a project from community stakeholders. The methods used to communicate with the community depend on the type of stakeholder group.

The County will develop and maintain a Complete Streets Stakeholder List that includes contact information for key county institutions, home owners associations, village boards, places of worship, schools, community organizations, and vulnerable populations. This list will be used for general outreach, and function as a starting point for project managers who are conducting outreach for a specific, geographically located project.

General Public

Demographic and socioeconomic data provides insight into the character of Howard County and its diverse communities. By better understanding the people and places of Howard County and their unique characteristics we can better plan and provide services.

Howard County has a diverse and growing population. Located between Washington, D.C. and Baltimore, Howard County is in the heart of one of the largest regional economies in the United States. There is much activity and movement with commuters and commercial freight coming into and leaving the County every day. The diverse economy attracts jobs and industries of all types, from basic services and retail, to manufacturing and warehousing, to the high-tech jobs. Despite being the center of all this activity and regional growth, a large portion of Howard County remains rural, with its western half made up of low-density housing and acres of farmland and natural resources, much of which is permanently preserved. The County's eastern half consists of higher density housing, including many apartment and townhome

system Howard County attracts many families with children. As a result, it has a higher proportion of families with children compared to Maryland and the nation. However, like most places around the country, Howard County's population is rapidly aging, with increasing numbers of residents living alone and with disabilities.

The 2020 Vision for Health in Howard County produced by the Horizon Foundation acknowledges this diversity, but adds, "For decades, Howard County has been known for its forward-thinking approach to creating the highest quality of life, serving as a national example of how people of diverse backgrounds can create a thriving community." As a community that strives for the best, we must also acknowledge that not everybody has the same access to the county's resources and opportunities, and inequities are evident across a variety of outcomes in Howard County, including education, health, housing, and transportation.

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Population Density

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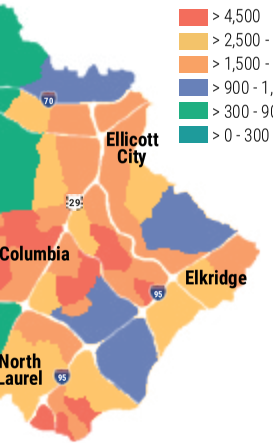
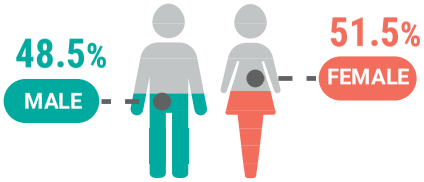
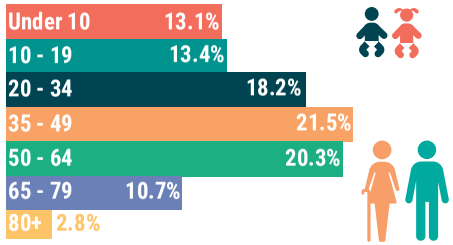




321,100+ People of All Ages



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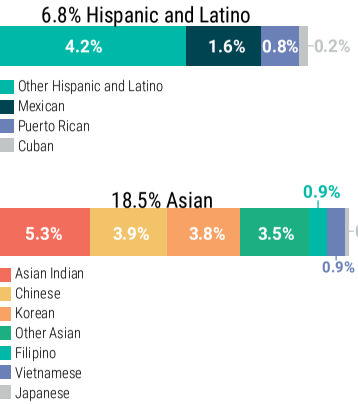
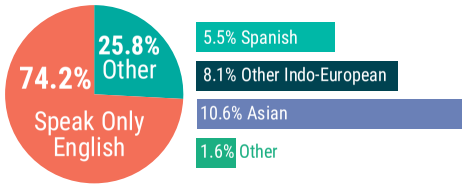


POVERTY RATE 6.8%

22.7% LIVE ALONE



6.9% Speak English Less than Very Well

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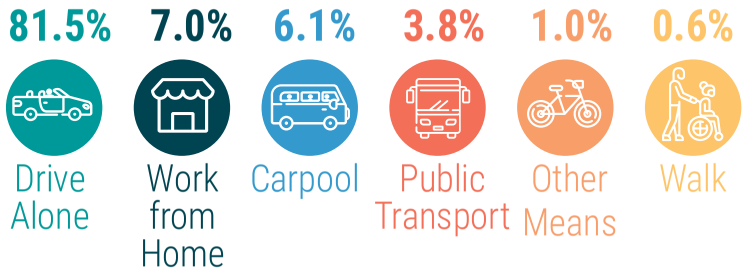

74,600+ residents work in Howard County

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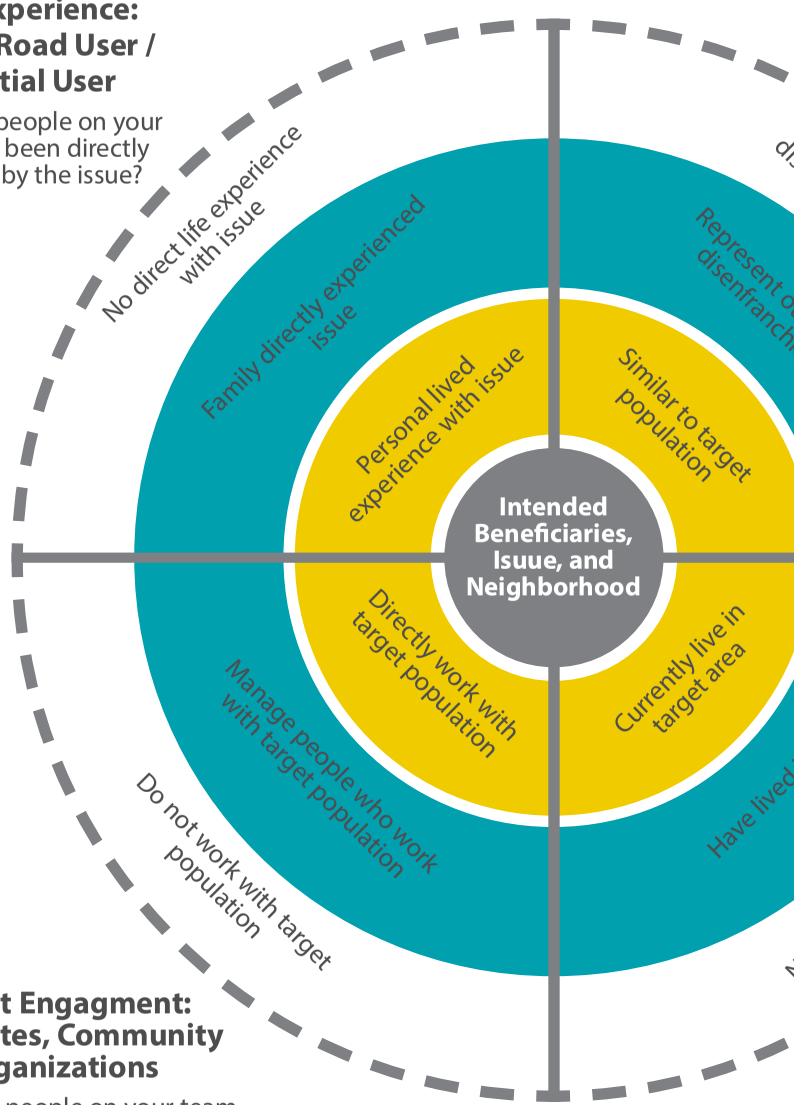
in a Complete Streets project, or those that are affected by the project. Individuals may fall into multiple stakeholder categories. It is important to identify which stakeholders should be involved at the beginning of the project. When facing a decision on who to include, it is best to err on the side of being more inclusive to create a comprehensive stakeholder list. The below chart provides a useful way to identify that populations that should be included in outreach efforts.

Issue Experience: Regular Road User / Potential User

How many people on your team have been directly impacted by the issue?



Direct Engagment: Advocates, Community Organizations

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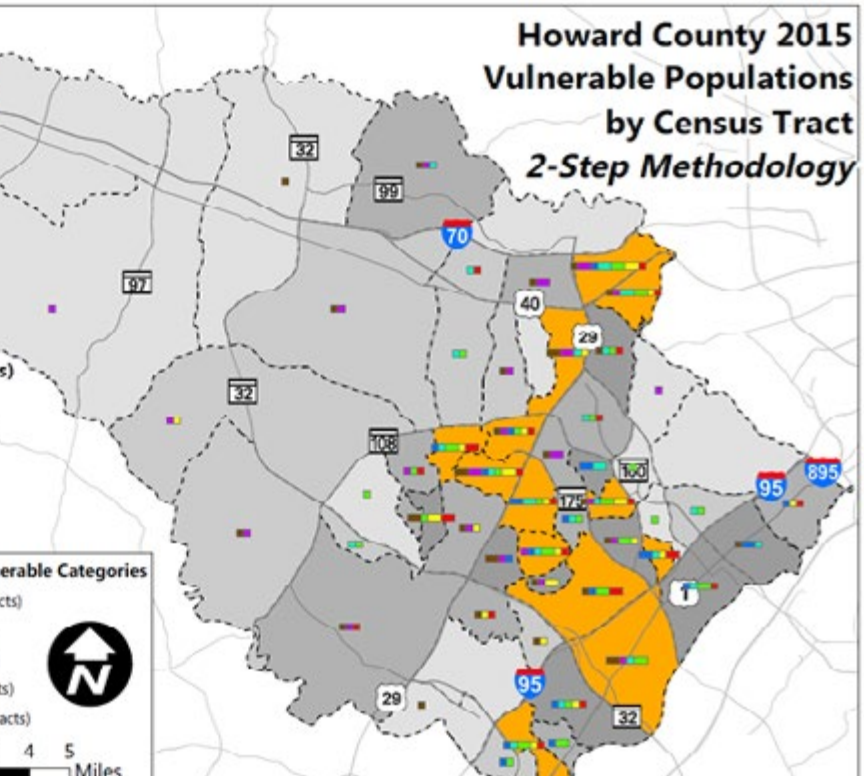
communication techniques than engaging with other stakeholder groups. Seniors may not be as comfortable utilizing technology to learn about a project or provide feedback. People with limited English proficiency may not be able to understand project information that is posted or distributed in English. People with disabilities may not be able to readily travel to attend a public meeting. Efforts should be made to identify social service organizations who work as intermediaries between Howard County government and the vulnerable population to develop an appropriate engagement approach.



made during the project development process. This may happen either directly, as regular users of the transportation corridor, or indirectly, by changes in how their neighbors use the transportation network. Educational efforts may be necessary to help people understand the impact transportation changes have on their daily life and their community and encourage them to engage in the public engagement process. Regardless, it is important to invite people to participate and have input to the decision-making process. Often there are existing community groups, including civic associations, homeowner associations, and elected officials, that can assist with outreach to the neighborhood population.

If a project is located wholly within an established community, it may be easy to determine which organizations to contact. For projects located on the boundary of multiple communities, or projects that connect multiple communities, be sure to engage the community organization representing each geographic area.

Project Adjacent Population

People who live, work, play, or access services adjacent a corridor that is slated for transportation improvements will be directly impacted by decisions made during the project development process. At a minimum, the construction of a project may negatively impact quality of life in the short-term. In the long-term, changing circulation patterns may alter the character of the corridor or fail to provide opportunities for transportation choices that are inherent to Complete Streets. Those living directly adjacent to the project are likely to be the most upset if they feel they do not have input to the decision making process. They may also feel they have greater standing than regular users of the corridor. It is critical that people who live or own property adjacent to the project are invited to every step of the public engagement process and informed of decisions made along the way to avoid future resistance to proposed improvements and to create the most useful transportation project possible.

Current and Potential Project Users

People who are current or potential users of a corridor slated for a transportation improvement will be directly impacted by the decisions made during the project development process, even

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Howard County. Its mission is "to create a world free of heart disease and stroke – a world where everyone can achieve the best possible health – and it starts right here in Baltimore. That's why we must come together to solve complex issues that effect this generation and generations to come." One major policy area that AHA focuses on is Active Living, which is supported by transportation systems that include options for people who walk and bicycle.

Bicycling Advocates of Howard County

According to its website, "the Bicycling Advocates of Howard County (Bike HoCo) is a 501(c)4 non-profit organization founded in 2008 as a coalition of cycling clubs and bicycle riders in Howard County, Maryland. Bike HoCo advocates to improve the visibility and safety of bicycling, supports bicycling education programs for adults and children, and promotes a vision of bicycling and sharing the road as part of a healthy, energy efficient, and environmentally sound transportation system to help achieve a sustainable future for Howard County and for Maryland."

How do we engage the co

After developing a comprehensive stakeholder list, the next step is to determine a reliable way to communicate with each stakeholder group. The section below discusses methods of communication, or how we reach out to the community. The following section reviews different communication formats, or what media we use.

A Note on Online Engagement

Historically, public engagement has been conducted mostly in person at public meetings or workshops. However, online communications and engagement opportunities are increasingly becoming important elements of the community engagement process. The Internet makes it possible to reach a broader audience and achieve higher levels of participation than traditional methods.

- 85% of adults are online, 95% of teens are online
- 72% of online adults use social networks, 80% of online teens use social networks

Online engagement also presents new challenges. When communicating online or preparing materials for online engagement, make sure to account for:

- Mobile compatibility: many people will be accessing information with their cell phone or tablet
- Language: Provide a translated version of the project website and content if there is a high population of people with Limited English Proficiency
- WCAG 2.0 Certification (Web Content Accessibility Guidelines): The goal of WCAG is to provide a single shared standard that makes web content more accessible to people with disabilities
- Privacy Protection: Controls need to be in place to protect the personal information of individuals who are participating in online engagement opportunities
- Third party moderation: If an online platform

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project. Some best practices for using social media to communicate include:

- Establish a minimum radius, say one to two miles, from a prospective project location to target social media outreach and community engagement
- Begin "boosting" targeted social media posts (cost: $30-$50/post) at least 30 days in advance of a meeting or when feedback is due
- If engagement is low, buy digital ads featuring graphics, including gifs, memes, and other innovative media to attract interest
- Encourage community stakeholders to post or cross post project information directly from County agency social media pages

First-Class Mail

First-class mail should only be used selectively in order to meet County Code requirements since it has not been proven to be an effective engagement technique in many jurisdictions.

Newspaper Notices

Print and digital notices or ads in the Howard County Times or Columbia Flyer should be used selectively to advertise annual or special one-time only events. Advertisements are especially appropriate for events with a county-wide audience such as the annual Complete Streets Open House or projects that may attract users from across the County.

On-Site Signage

Posting a sign on-site that shares project information, opportunities for input, or notice of a community meeting is a good way to reach members of the public who regularly use a corridor, especially by foot or by bicycle. Signs should be ADA compliant and posted at least 30 days ahead of meetings. Signs should be oriented and sized to ensure community members can see the signs while passing the project site.

Via Community Stakeholders

Howard County Village Boards, Homeowners Associations, and elected officials are in regular communication with members of their community. Local service providers like places of worship, schools, cultural institutions, libraries, community centers, and non-profit organizations are also in regular communication with the populations

learn about any existing conditions that would impact the project. County representatives should also identify which stakeholders work with the vulnerable population and meet with them to discuss and modify the public engagement strategy to ensure equitable public participation.

		Commu		
Method of Communication	General Public	Vulnerable Population	Neighborhood Population	
Email				
Social media				
First-Class Mail				
Newspaper notice or ad				
Posting sign on-site				
Via Village Boards or HOAs				
Via local service providers				
Via Council Members				

Figure 9. Methods of Communication for reaching Community Stakeholders

COMMUNICATION FORMAT

Different communication formats are best suited for sharing different types of information. Communication formats can be distributed via one of the methods of communications listed above, but they can also be used during the in-person or online engagement events discussed in the next section. Selecting the right type of communication format is important because engaging content brings the community back to subsequent engagement opportunities and encourages individuals to tell their neighbors and friends to get involved in the project. Some best practices for common communication formats are included below. Communications will be coordinated with the County Office of Public Information.

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Press releases are an official communication sent to members of the news media that provides information, an official statement, or an announcement. Press releases should include media contact information, a headline, and basic information about the project including who, what, when, where, and why. Press releases are a useful tool to get information out to the general public because they are generally covered by multiple news sources, ensuring broad distribution. Press releases can be used to announce the kick-off of a large process, a public meeting, or the start or completion of construction. They should include where to find more information about the project (project website), and how to sign up to receive regular project updates (project email listserv).

On-Site Signage

On-site signage offers a way to engage people who are regular users of the transportation corridor. Traditionally, on-site signage had only been used to provide public notice of developer projects, but in 2019 the Department of Public Works began using signage to increase public awareness and participation in Capital Project Public Meetings. Signs are 30'x60" and yellow in color, and are required to include public meeting date, time, and location, the project number, a link to receive additional information, and a contact phone number. Signs are posted at all roadway approaches to the site.

On-site signage can also be used to solicit public input on project design or inform people of a proposal. A sign soliciting public input can be succinct, perhaps just posing a basic question and asking residents to text their response to a number.

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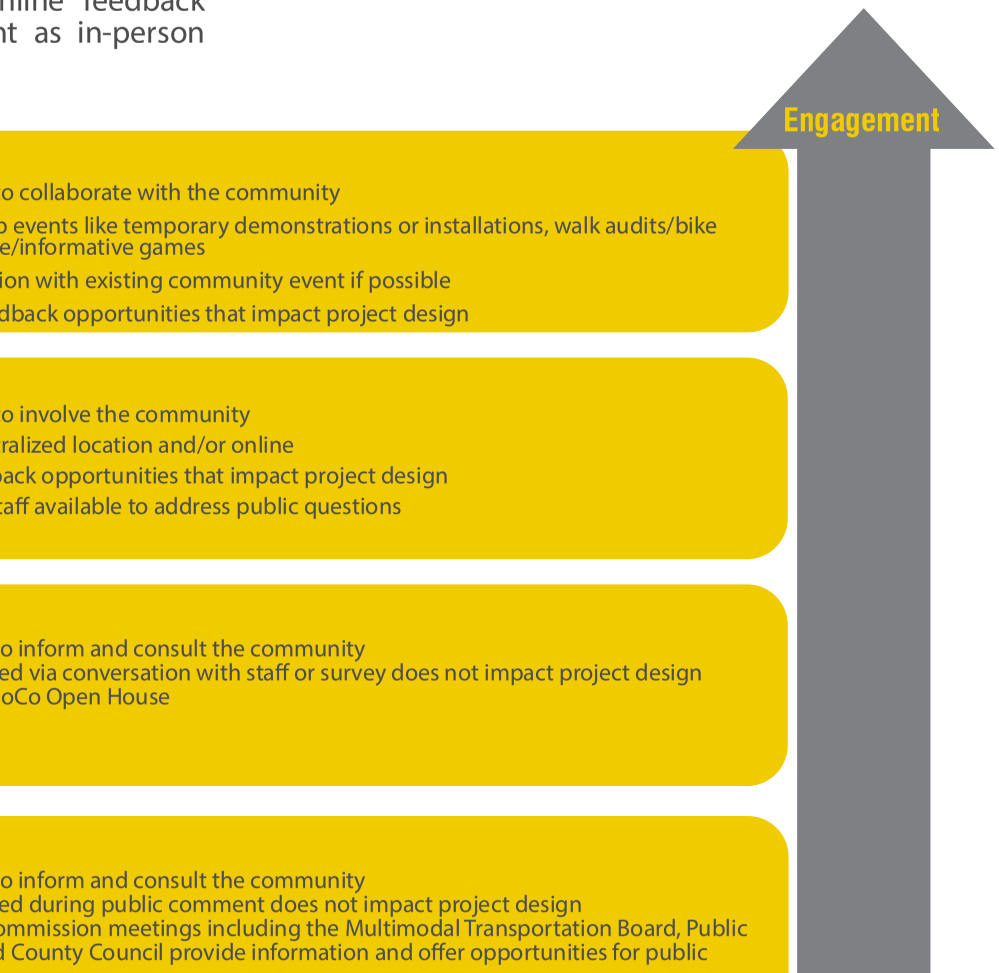

limited interaction between participants, or very open, in that they can allow participants to freely engage with each other. One type of environment is not better than the other; each has value when used at the appropriate time. Some common tools and best practices for their use are included below.

Controlled Environment

Participants cannot interact with each other. Information collected is only visible to County staff.

Surveys

Surveys are convenient and familiar, and allow participants to document their opinions. Structured questions ensure that project managers are getting the information they want.

Polls

Polls are quick and allow participants to give their response to one or two targeted questions. Partipants can see aggregate poll results which can stimulate conversation around a decision.

Mixed Environment

Participants can see the contributions from other participants, but cannot interact with each other.

Q&A

An open question and answer session gives the public the opportunity to ask outstanding questions. Questions can be moderated, and responses can be given publically or privately.

Stories

Creating a forum for storytelling allows the community to better empathize with one another's transportation challenges and connect with project goals.

hake decisions?

The purpose of this section of the document is to explain each step of the transportation project process with a focus on when and how public engagement can impact the project design. County staff is responsible for making the final decision about a design after considering public feedback and technical analysis.

Transportation Planning

The Office of Transportation coordinates closely with the Department of Planning and Zoning and the Department of Public Works on several transportation planning initiatives in Howard County. Transportation plans, including WalkHoward and BikeHoward were created with extensive community engagement.

For BikeHoward, public engagement was facilitated through six public workshops, an online survey, and an online interactive map. More than 750 people were engaged in the process and provided comments and ideas on every aspect of bicycling in the county.

For WalkHoward, public engagement consisted of three open houses, online and printed surveys, and various opportunities that allowed the public to identify challenges and opportunities related to the accessibility and comfort of walking.

Transportation projects can also be identified outside of the formal planning process by members of the public or County staff, especially if there is a documented safety issue.

There are two ways a transportation project can advance out of the planning phase. A project can be funded by the County as a Capital Project or funded by a private developer as part of a Private Development Project. The Capital Improvement Project Prioritization Policy document describes the process that County staff follows to evaluate and prioritize project ideas for funding through the County Capital Budget. Projects funded by a private developer occur when a parcel is proposed for redevelopment and is not based on the merit of

Transportation. Section 18.212 of the county code defines the C.I.M.P. for Transportation as:

> "…a plan proposed by the County Executive upon the recommendations of the Director of Public Works and the Director of Planning and Zoning and adopted by the County Council pursuant to the provisions of section 22.405 of the Howard County Code. The plan indicates the capital improvements to the County's road and bridge network and public transportation system to be constructed during the next ten years in order to implement the housing and employment growth projections of the County's general plan. The C.I.M.P. for Transportation includes the roads, bridges, traffic lights, and public transportation system projects included in the Howard County Capital Budget and Capital Program and Extended Capital Program and the Maryland Consolidated Transportation Program."

Simple (Minor Projects)	Complex (Major Pro
Decision already made	Decision still needs t
Implementation stage, when government can implement on its own	Design and developn
Routine	Potentially controver
Based on accepted, known values	Based on values in c
Technical analysis provides clear answer	Technical analysis d
Stakeholders: small number, defined/known, homogenous	Stakeholders: large r

Figure 11: Complexity of decision matrix for designating a project major or minor for purpose
Franks Associates, 2009

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- Some major road resurfacing (H),
- Some sidewalk/curb projects (K), and;
- Some traffic/intersection projects (T).

The letters are used as an abbreviation to describe the project type in the County Capital Budget. Whether an H, K, or T project is considered a Major or Minor project is determined by Howard County staff based on the complexity of the project. Once a project is determined to be Major or Minor by County Staff, it follows the project development and engagement process outlined on the next two pages.

Staff checklists for each phase of the Minor Capital project process are included as Appendix C of this document.

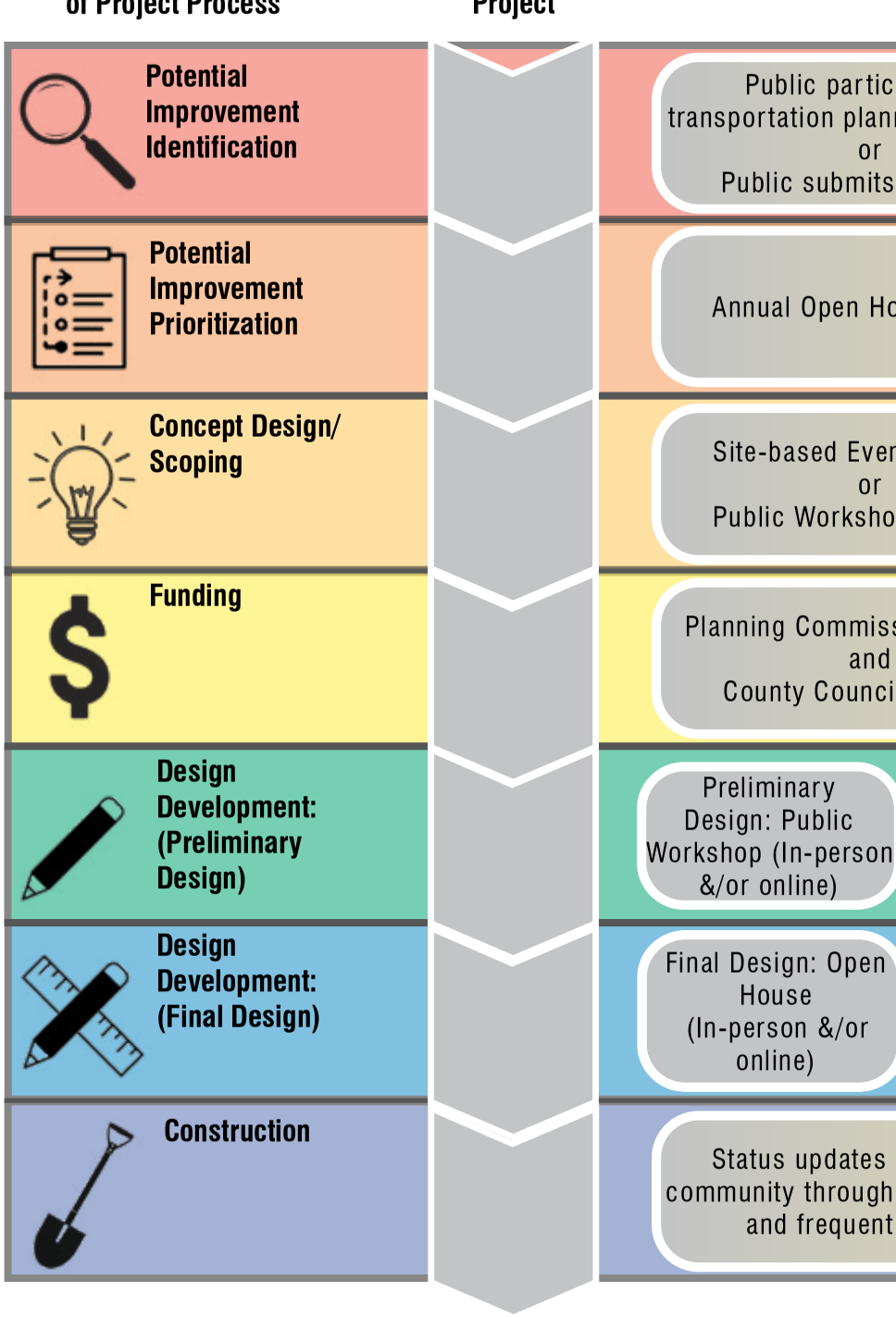

Figure 12: Major and Minor Capital Projects and Public Engagement Process - At-A-Glance

Potential Improvementsare identified in WalkHoward or BikeHoward, as a documented safety issue, as a documented traffic capacity issue, by the Bureau of Highways, or by public complaint.

The public can identify potential improvements by participating transportation planning process, or by submitting a complaint to th County Department of Public Works about an issue in their neighb

Potential improvements are identified and reviewed based on feedback received at Annual Transportation Open House and technical analysis. Potential improvements are then subjected to the Transportation Improvement Prioritization System (TIPS) which provides guidance regarding which should advance as projects to the Concept Design/Scoping Phase.

The purpose of the **Annual Open House** is to provide the general pu information about the Complete Streets program in Howard County an opportunity for the public to provide feedback on which transp improvements should be prioritized by the County for fundin

Concept design(s) are developed based on technical analysis and public feedback. This phase may require a feasibility analysis or study. All concept designs must adhere to Design Manual standards and guidance.

The purpose of scheduling a **Workshop** or **Site-Based Event** for a high-priority Major Capital Project is to ensure that community priorities are understood in order to develop the scope and budget.

The project scope and budget is developed based on the community approved concept design. DPW and DPZ jointly prepare the Capital Improvement Master Plan for Transportation pursuant to Section 22.405 to fund design and construction. Grant funding is sought when available.

The purpose of this phase is to provide members of the Complete Stre and other interested stakeholders with the information they need to r participate in the Transportation Capital Project budget proce

Major Project:
Preliminary Design (30%) is developed based on feedback received during Concept Design Public Engagement.

Minor Project:
Design is developed based on feedback received at Community Meetings and operational needs.

Major Project: The purpose of the Preliminary Design Public Workshop is to present capital project concept designs to the public in-person and/or online for review and to collect feedback that may be incorporated into the final design of the project.

Minor Proj
The purpose of the Meeting is to pres project concept des public in-person and review and to colle that may be incorpor final design of th

Major Project:
Final Design (90%) is developed based on feedback received during Preliminary Design Public Engagement.

Major Project:
The purpose of the Final Design Open House is to present capital project final designs to the public in-person and/or online for public review.

Project is built. Maintenance of traffic during project construction includes provisions for pedestrians and cyclists as required by the Complete Streets policy.

Regular updates build trust between community stakeholders and th especially if there is a significant delay between Final Design comp construction.

County reviews approximately X Commercial Site Development Plans a year.

Major Subdivisions and Commercial Site Development Plans follow the project development and engagement process outlined on the next page. The below process does not apply to Minor Subdivisions or Non-Commercial Site Development Plan submissions.

Staff checklists for the for the Multimodal Transportation Board and Planning Board meetings are included as Appendix D of this document.

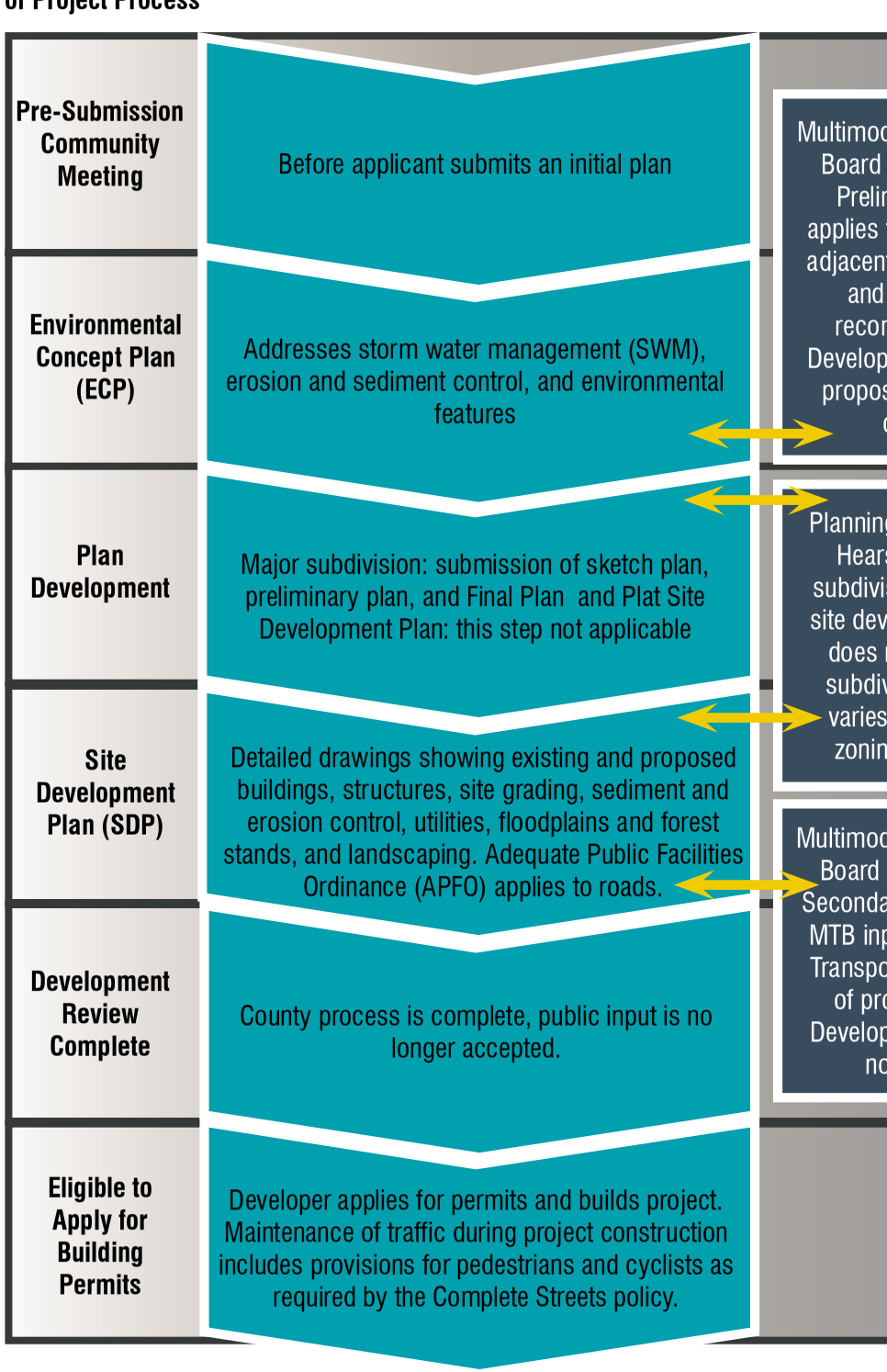

Figure 14: Private Development Projects and Public Engagement Process

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UNDER DEVELOPMENT

Appendix B

Plan for Open House (3 months before Open House)
• Develop goals, expected outcomes, and specific engagement tactics
• Determine budget for event
• Set up a registration link, allow registrants to opt in for email Complete Street u
• Secure location and/or schedule online meeting for Open House
• Develop communications plan with the Office of Public Information
Develop & Distribute Marketing (2 months before Open House)
• Develop flyer, social media messaging, and social media event for Open House
• Post flyer and messaging to all County social media pages and websites
• Share flyer with County Council, County agencies and departments to distribu
• Distribute flyer to Stakeholder List to share with their networks via social media, ema
• Follow up with county agencies & Stakeholders to provide information about the oper
Advertise & Prepare for Open House (1 month before Open House)
• Schedule full-page ad in Howard County Times and Columbia Flyer 2 weeks be
• Place announcement on public access cable channels
• Include in County Executive news bulletin
• Promote social media event, schedule weekly reminders 3 weeks out, daily rem
• Secure targeted social media advertisements with ad boosting in key census t
• Email reminder to community institutions & organizations emphasizing importance
• Develop participant evaluation
• Develop feedback mechanism
Hold Open House
• Make sure all attendees sign in; allow attendees to opt in for Complete Street u
• Have sufficient staff available to address public questions
• If online, update registration link to allow participants to register and immedia
• Collect feedback using feedback mechanism
• Collect participant evaluations
Open House Follow-up (1 week after Open House)
• Document number of attendees on Complete Streets website
• Post Open House materials and feedback mechanism on Complete Streets we
• Email attendees and post on social media event walls
• Thank them for attending
• List proposed transportation projects
• Include link to Complete Streets website/online survey and encourage sha
• Follow up on any outstanding questions or comments received from atten

ay be necessary 6-8 weeks before you hope to hold the event. Discuss whether an in-
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Budget Season Preparation (October-November)
• Develop overview of submitted transportation capital projects; include projec public complaint, etc.), & overview of public feedback received to date
• Develop calendar of public meetings for transportation capital projects
• Explain how to give public feedback at each meeting
• Distribute above information via email to all members of email list, via social media, a
County Executive's 1st Residents Budget Hearing (December)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
Planning Board Meeting (February)
The Planning Board typically meets the first and third Thursday of each month begin the George Howard Building (3430 Court House Drive, Ellicott City, MD 21043). Al discretion of the Board. Meeting agendas and all supplemental materials are posted to in advance of the meeting date.
• Notify Complete Streets email list, social media followers, and post on Complete Stre materials and agenda are posted to the Planning Board website for public review
• Send reminder to Complete Streets email list and social media followers 1 week before
• Send reminder to Complete Streets email list and social media followers 1 day before n
• After meeting, distribute Planning Board ranking of new projects and reco Complete Streets email list, via social media, and post on Complete Streets we
County Executive's 2nd Residents Budget Hearing (March)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
County Council Public Hearings (April/May)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
County Council Approves Capital Budget (June)
• Distribute notice of approval and copy of budget to Complete Streets email list Streets website
• Include description of project, project origination (Master Plan, public complai received to date for projects included in Budget

A signature certifies that this process was completed on the date shown below and uploa

Council members and/or community stakeholders to determine appropriate venue, ay be necessary 6-8 weeks before you hope to hold the Public Workshop. If an online select the date and time of the event.

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Feedback Follow-up (4 weeks after Workshop)
• Process public feedback received at workshop, online, from letters, from phon
• Publish feedback received on project website (anonymize data)
• Email all interested parties
• Note how feedback will be incorporated into Final Design
• Note feedback that cannot be incorporated in Final Design and why
• Provide project schedule, next steps, and how to stay involved

A signature certifies that this process was completed on the date shown below and upload

Project Manager Name	Project Manager Signature	Date

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Feedback Follow-up (4 weeks after Open House)
• Process public feedback received at workshop, online, from letters, from phon
• Publish feedback received on project website (anonymize data)
• Email all interested parties
• Note how feedback will be incorporated into Final Design
• Note feedback that cannot be incorporated in Final Design and why
• Provide project schedule, next steps, and how to stay involved

A signature certifies that this process was completed on the date shown below and uploa

Project Manager Name	Project Manager Signature	Date

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Manager Signature Date

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uestions or comments received from attendees	☐

Budget Season Preparation (October-November)
• Develop overview of submitted transportation capital projects; include projec public complaint, etc.), & overview of public feedback received to date
• Develop calendar of public meetings for transportation capital projects
• Explain how to give public feedback at each meeting
• Distribute above information via email to all members of email list, via social media, a
County Executive's 1st Residents Budget Hearing (December)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
Planning Board Meeting (February) The Planning Board typically meets the first and third Thursday of each month begin the George Howard Building (3430 Court House Drive, Ellicott City, MD 21043). Alt discretion of the Board. Meeting agendas and all supplemental materials are posted to in advance of the meeting date.
• Notify Complete Streets email list, social media followers, and post on Complete Stre materials and agenda are posted to the Planning Board website for public review
• Send reminder to Complete Streets email list and social media followers 1 week before
• Send reminder to Complete Streets email list and social media followers 1 day before m
• After meeting, distribute Planning Board ranking of new projects and reco Complete Streets email list, via social media, and post on Complete Streets we
County Executive's 2nd Residents Budget Hearing (March)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
County Council Public Hearings (April/May)
• Send reminder to Complete Streets email list and social media followers 2 wee
• Send reminder to Complete Streets email list and social media followers 1 wee
• Send reminder to Complete Streets email list and social media followers 1 day
County Council Approves Capital Budget (June)
• Distribute notice of approval and copy of budget to Complete Streets email list Streets website
• Include description of project, project origination (Master Plan, public complai received to date for projects included in Budget

A signature certifies that this process was completed on the date shown below and uploa

_____ _____ _____

ay be necessary 6-8 weeks before you hope to hold the Public Workshop. If an online
select the date and time of the event.

low; other dates will auto-populate.

re Meeting)
ne project site and meeting site
ers
and project webpage
fore Meeting)
phics
ail project updates
public questions
es and using feedback mechanism
leeting)
ck mechanism on project website for 14 days
ps
nline survey and encourage sharing with their networks
uestions or comments received from meeting attendees
er Meeting)
meeting, survey (if applicable), from letters, and from phone calls
t website
porated into Final Design
corporated in Final Design and why
teps, and how to stay involved
Complete Streets website (see p. 20)
ck mechanism on Complete Streets website for 14 days (see p. 20)
media event walls (see p. 17)
ps

Enter the construction start date in the red box below; other dates will auto-populate.

After Design is Finalized
• Contact community stakeholders via project email list, social media, and proje
• Thank them for their time and feedback
• Share final design
• Share tentative construction schedule
• Commit to notifying community if project is delayed
Before Construction
• Work with Office of Public Information to prepare press release one month be
• Describe construction schedule, impacts, and share project contact
• Explain detours that will be in place for vehicles, bicycles, and pedestrians
• Distribute via media channels
• Distribute to community stakeholders via email list and social media
• Commit to providing community monthly status updates via email, social
• Post signage on site describing project, schedule, and community benefits
During Construction
• Distribute regular updates to community stakeholders via email, social media,
• Include photographs of progress
• Include project contact
• Include whether project is moving according to schedule
After Construction
• Work with Office of Public Information to plan ribbon cutting event (depende
• Invite community stakeholders to event via email, project website, and social
• Send final thank you to community stakeholders via email and social media
• Include photographs of project before and after
• Invite them to join the Complete Streets email list

A signature certifies that this process was completed on the date shown below and uploa

Project Manager Name _____ Project Manager Signature _____ Date _____

Appendix D

The purpose of the first Multimodal Transportation Board (MTB) meeting is to provide a f
review private development concept designs, ask questions, and provide feedback to t

Enter the Open House date in the red box below; other dates will auto-populate.

Multimodal Transportation Board Meeting Preparation (4 weeks be
• Develop brief description of project, overview of existing adjacent multimo multimodal facilities included in WalkHoward and BikeHoward
• Develop list of Community Stakeholders based on project location
• Notify Complete Streets email list and Community Stakeholder email list and MTB meeting materials are available for public review
• Link to agenda and presentation
• Provide information to public on how to provide oral testimony
• Provide information to public on how to provide written testimony
• Send reminder to Complete Streets and Community Stakeholders email lists 1
• Send reminder to Complete Streets and Community Stakeholders email lists 1
Hold Multimodal Transportation Board Meeting
• Make sure all attendees sign in; allow attendees to opt in for Complete Street u
• Have sufficient staff available to address public questions and maintain focus d
Multimodal Transportation Board Meeting Follow-up (1 week after
• After meeting, distribute MTB notes on all developer projects to Complete S post on Complete Streets website, note next steps in review process (if applica

A signature certifies that this process was completed on the date shown below and uploa

_____	_____	_____
Project Manager Name	Project Manager Signature	Date

g is to provide a forum for the public to review submitted private development plans,
e County on multimodal connectivity.

below; other dates will auto-populate.

tion (4 weeks before Meeting)	
nd Community Stakeholder email list and post on Complete Streets website when re available for public review	☐
aff report	☐
n how to provide oral testimony	☐
n how to provide written testimony	☐
and Community Stakeholders email lists 1 week before meeting	☐
and Community Stakeholders email lists 1 day before meeting	☐
w attendees to opt in for Complete Street updates	☐
ress public questions and maintain focus on MTB purview	☐
up (1 week after Meeting)	
s on all developer projects to Complete Streets and Community Stakeholder and ote next steps in review process (if applicable)	☐

mpleted on the date shown below and uploaded to the project website.

_____ _____
Manager Signature Date

The purpose of the first Multimodal Transportation Board (MTB) meeting is to provide a f
review private development concept designs, ask questions, and provide feedback to t

Enter the Open House date in the red box below; other dates will auto-populate.

Multimodal Transportation Board Meeting Preparation (4 weeks be
• Refine and expand description of project, provide overview of existing adjace planned multimodal facilities included in WalkHoward and BikeHoward
• Notify Complete Streets email list and Community Stakeholder email list and MTB meeting materials are available for public review
• Link to agenda and presentation
• Link to Development Project Report
• Provide information to public on how to provide oral testimony
• Provide information to public on how to provide written testimony
• Send reminder to Complete Streets and Community Stakeholders email lists 1
• Send reminder to Complete Streets and Community Stakeholders email lists 1
Hold Multimodal Transportation Board Meeting
• Make sure all attendees sign in; allow attendees to opt in for Complete Street u
• Have sufficient staff available to address public questions and maintain focus o
Multimodal Transportation Board Meeting Follow-up (1 week after
• After meeting, distribute MTB notes on all developer projects to Complete S post on Complete Streets website, note next steps in review process (if applica
• Notify Complete Streets and Community Stakeholder email list and post o developer review process is complete and provide link to final plans

A signature certifies that this process was completed on the date shown below and uploa

_____ _____ _____
Project Manager Name Project Manager Signature Date

Recommended Edits to the Community Engagement Plan

Page 1

Change:

- From: "This plan presents **best practices for community engagement** for Howard County transportation projects." LS
- To: "This plan presents **a community engagement approach for transportation projects, as required by the Howard County Complete Streets Policy."** LS

- "These resources should be used in **conjunction with** the Subdivision and Land Development Regulations, the Howard County Design Manual, and the Complete Streets policy." LS
- "These resources should be used in **support of the requirements detailed in** the Subdivision and Land Development Regulations, the Howard County Design Manual, and the Complete Streets policy." LS

Page 3

Change:

- From "The correct type of public community engagement may depend upon the size and scope of the project and **the ability of the county to share decision-making authority.**" Horizon
- To "From "The correct type of public community engagement may depend upon the size and scope of the project and **the extent to which decisions are informed by technical analysis and the Howard County Design Manual**." Horizon

Page 7

Add the source below the Howard County Complete Streets policy vision statement. Horizon

CEP Vision statement should be bolded instead of italicized since it is not a quote. Horizon

Page 8

Delete parentheticals in the table headings. WRA

Delete parentheticals in the Process and Outcomes row. WRA

Add as a note at the bottom of the Engagement Goals box:

- **"Community institutions are listed in Appendix A of this document. How to identify which community institutions should be engaged for a given project is described on page 10 of this plan."**

Page 9

Add

- "Document and publish (anonymously) survey results and other feedback; **note which feedback that is being incorporated into the design"** Horizon

Page 19

Remove the chart

Page 25

Add to the end of the Transportation Planning Section:

- "**Transportation projects must meet the requirements of the Subdivision and Land Development Regulations, the Howard County Design Manual, and the Complete Streets policy, which was adopted by resolution**." LS

Page 30

Add the following text to the Development Technical Review section:

- "…including requirements relating to the transportation network. **In addition, development projects must meet the requirements of the Complete Streets Policy, which was adopted by Resolution and states, "The County shall require developers to implement the Complete Streets Policy as per this policy."** LS

Comment for all checklists

Add the bold text, eliminate strikethrough text: Develop goals, ~~**expected**~~ outcomes, and specific engagement tactics **for the project**

Add cross reference page numbers

Additional minor edits for consistency with body of CEP and clarity

Page 32-33

Add the below "Citizen's Guide to Community Engagement Text" some sections of this remain under development as we work out details of how websites and listservs will be administered:

Citizen's Guide to Community Engagement

This Community Engagement Plan provides guidance to County staff on how to collaborate and collect feedback from the public on transportation projects in Howard County.

You are an expert on your community because you use the streets around your home every time you leave the house. You have insights that transportation professionals don't have, since you observe how your streets work at all times of the day throughout the year. Your insights will help the County design transportation facilities that work for you and your neighbors.

Any text below that is blue and underlined is a live link - just click it to travel to the linked website or document.

Frequently Asked Questions

I would like to know more about transportation projects across Howard County. How can I get involved?

Visit the Howard County Complete Streets Website:

- Bookmark the Howard County Complete Streets website:
  www.howardcountymd.gov/completestreets

Sign up for Complete Streets Email Updates:

- Sign up for the Howard County Office of Transportation Complete Streets listserv by visiting:
  [web address placeholder]
  [text to join?]

Follow us on Social Media:

- Follow Howard County Office of Transportation's social media pages:
  www.facebook.com/CommuteHoward
  www.twitter.com/commutehoward

Attend Public Meetings:

Upcoming meetings will be advertised on the Complete Streets website, via email, and via social media. There are multiple regularly occurring meetings that are open to the public where transportation projects are discussed.

Attend the ***BikeHoward*** **and Complete Streets Open House**, generally held every January. At the Open House, you will have the chance to talk to County Staff about current projects and offer feedback on which proposed improvements are important to you.

The Multimodal Transportation Board (MTB) holds meetings monthly and they are open to the public. Meetings are generally on the fourth Tuesday of the month at 7:00 p.m. in the Waterloo Room in the George Howard Building, 3430 Court House Drive, Ellicott City, Maryland 21043. The MTB advises the County Executive and County Administration on transportation matters. Agendas, minutes, and meeting materials are available here:

https://www.howardcountymd.gov/Departments/County-Administration/Transportation/Boards-and-Advisory-Groups/MTB

The **Bicycle Advisory Group (BAG)** advises the County Executive and County Administration on matters of bicycle transportation, particularly the implementation of the Bicycle Master Plan. The BAG meets at least quarterly, and two of its meetings are required by the Howard County Code to be joint meetings with the Transit and Pedestrian Advisory Group (see below). Agendas, minutes, and meeting materials are available here:

https://www.howardcountymd.gov/Departments/County-Administration/Transportation/Boards-and-Advisory-Groups/Bicycle-Advisory-Group

The **Transit and Pedestrian Advisory Group (TPAG)** advises the County Executive and County Administration on matters of public transit and pedestrian transportation. The TPAG meets at least quarterly and two of its meetings are required by the Howard County Code to be joint meetings with the Bicycle Advisory Group (see above). Agendas, minutes, and meeting materials are available here:

https://www.howardcountymd.gov/TPAG

I would like to know more about transportation projects happening in my neighborhood. What can I do to make sure I am notified? Is there a way to check the status of a particular project?

[Under Development in partnership with the Department of Planning and Zoning]

If I miss a public meeting, can I still provide input?

- We understand not everyone can attend a meeting at a specific time, and not everyone may be comfortable providing feedback in a public forum
- Materials from every meeting will be posted to the project website for review along with an online survey so you can provide feedback
- All feedback received from the public will be taken into consideration, whether provided at a public meeting or via an online survey, email, or phone call

Why doesn't the design of the project reflect my comments?

- Although public feedback impacts the project design, designers and engineers are required to follow the Howard County Design Manual and the Howard County Subdivision and Land Development regulations when designing a project. Sometimes public recommendations conflict with the guidance offered in those documents. Howard County Staff and representatives will do their best to address public comments while still following the technical requirements.
- The greatest opportunity to impact the design of a project is during the beginning planning phase of a project before a lot of money, time, and resources are spent on developing a detailed plan. At the beginning of a project, designers have questions that that members of the public can answer to inform the design of the project. As questions are answered based on public feedback and technical analysis, the design progresses, and becomes more difficult to change. By the final design phase, the purpose of public engagement is to inform the public about what the design will be and explain how public feedback was incorporated throughout the process.

How long does it take for a transportation project to move from a proposed transportation improvement to construction?

[Under Development in partnership with the Department of Public Works]

Some Howard County Transportation Terms You Should Know

Complete Streets

According to the National Complete Streets Coalition, "Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work."

Howard County Complete Streets Policy

The Howard County Council unanimously adopted the Complete Streets Resolution CR120-2019 on October 7, 2019. The vision of Howard County's Complete Streets policy is "To ensure that Howard County is a place for individuals of all backgrounds to live and travel freely, safely, and comfortably, public and private roadways in Howard County shall be safe and convenient for residents of all ages and abilities who travel by foot, bicycle, public transportation or automobile, ensuring sustainable communities Countywide."

Howard County Complete Streets Implementation Team (CSIT)

The CSIT is the group tasked by the County Executive with implementing Howard County's Complete Streets policy. The CSIT has 14 members, seven of which are Howard County government representatives, and seven of which are external stakeholders. The CSIT is responsible for ensuring that the following things happen:

- Draft, adopt, and implement this Community Engagement Plan
- Draft, adopt, and implement the Transportation Improvement Prioritization System
- Update the Howard County Design Manual
- Produce a publicly available Annual Report that provides updates on all projects and the status of all Complete Streets performance measures

Howard County Design Manual

The Howard County Design Manual is the document that shows Howard County engineers and designers how streets, shared use paths, and sidewalks should be built. [More text under development]

The Complete Streets policy requires that the Design Manual be updated to more fully incorporate Complete Streets by October 2021.

Subdivision and Land Development Regulations

The Howard County Subdivision and Land Development regulations are… [Under Development in partnership with the Department of Planning and Zoning]

Howard County Transportation Master Plans

Howard County transportation master plans provide guidance on where and how the County should invest in walking and bicycling.

PlanHoward

PlanHoward, the Howard County General plan, [Under Development in partnership with the Department of Planning and Zoning]

BikeHoward

BikeHoward, the Howard County bicycle master plan, was adopted by the County Council in 2016. The plan provides guidance for improvements for transportation and recreational bicycling, both on-street and off-street. Recommendations are provided in the general areas of infrastructure improvements, policy and programs.

For more information, visit the BikeHoward website.

WalkHoward

WalkHoward is Howard County's pedestrian master plan and was adopted in February 2020 through Council Resolution 14-2020. This master plan addresses walking in all of its forms – whether you are trying to get somewhere or just taking a casual stroll somewhere you love.

For more information, visit the WalkHoward website.

Infrastructure Types

Bike Lane

Pavement marking designating a portion of roadway for preferential use of bicycles.

Buffered Bike Lane

A type of bike lane with additional striped buffer zones to provide increased separation from faster moving traffic.

Climbing Lane

Used where existing road width will support addition of only one bike lane. Bike lane provided in uphill and shared lane marking on the downhill portion of the road.

Separated Bike Lane (Cycletrack)

A one or two-way bicycle facility that is physically separated from moving traffic and pedestrians to create a lower stress bicycling experience.

Shared Roadway

Generally used on rural roads and neighborhood streets where there is good sight distance and low traffic volumes. Shared lane markings (sometimes known as “sharrows”) are used where the speed limit is 35 mph or lower. Although shared roadways don’t count as bicycle facilities, in selected locations they may fill gaps in the bicycle network, indicating cyclists’ safest path of travel and reminding motorists of their obligation to share the road.

Shared Use Pathway

An off-street bicycle and pedestrian facility, physically separated from the road and motor vehicle traffic creates a lower stress experience for people walking and bicycling.

Sidewalk

An off-street facility for people to walk. In general, sidewalk bicycling is discouraged, except for children and those just learning to ride a bicycle. In Howard County many casual and recreational cyclists ride on sidewalks for short sections of their ride or even long distances, because conditions on the roadway are too uncomfortable. Sidewalk cycling is permitted by county code.

Crosswalk

[Definition under development]

Hawk Signal

[Definition under development]

Pedestrian Refuge Island

[Definition under development]

Rapid Rectangular Flashing Beacon

[Definition under development]

Date: September 15, 2020

Date of Meeting: September 2, 2020
Meeting Location: Video conference

Work Order Number: 32189-005
Project: Howard County Complete Streets

Meeting Description: Complete Streets Implementation Team Meeting #9

Participants (list continues on second page):

Name	Company	Phone	Email
Tom Auyeung	Howard County DPW, Trans. & Special Projects	410.313.6142	tauyeung@howardcountymd.gov
Tom Butler	Howard County DPW	410.313.6140	tbutler@howardcountymd.gov
Angela Cabellon	Howard County Office of the County Executive	410.313.2029	acabellon@howardcountymd.gov
Jeff Dube	Mahan Rykiel Associates	410.235.6001	jdube@mahanrykiel.gov
Chris Eatough	Howard County Office of Transportation	410.313.0567	ceatough@howardcountymd.gov
Chad Edmondson	Howard County Department of Planning & Zoning	410.313.2350	cedmondson@howardcounty.gov
Felix Facchine	County Council	410.313.2001	ffacchine@howardcounty.gov
Mayra Filippone	Mahan Rykiel Associates	410.235.6001	mfilippone@mahanrykiel.com
Bruce Gartner	Howard County Office of Transportation	410.313.0702	bgartner@howardcountymd.gov
Carl Gutschick	Gutschick, Little and Weber, P.A.	410.880.1820	cgutschick@glwpa.com
Kris Jagarapu	Howard County DPW, Highways	410.313.7470	kjagarapu@howardcountymd.gov
Tom Meunier	Howard County DPW	410.313.4401	tmeunier@howardcountymd.gov
David Nitkin	Howard County General Hospital	410.740.7740	dnitkin1@jhmi.edu
David Ramsay	Howard County Public School System	410.313.6726	david.ramsay@hcpss.org
Christiana Rigby	County Council	410.313.3108	crigby@howardcountymd.gov
Kristin Russell	Columbia Association	410.715.3107	kristin.russell@columbiaassociation.org
Larry Schoen	Multimodal Transportation Board	410.730.9797	larryschoen@gmail.com
Sam Sidh	Howard County Office of the County Executive	410.313.0809	ssidh@howardcountymd.gov
Paul Walsky	Howard County Recreation and Parks	410.313.1695	pwalsky@howardcountymd.gov

Jennifer White	Horizon Foundation	248.345.3030	jwhite@thehorizonfoundation.org
Jeff Riegner	WRA	302.571.9001	jriegner@wrallp.com
Leah Kacanda	WRA	302.571.9001	lkacanda@wrallp.com

Introduction

The purpose of the meeting was to provide members of the Complete Streets Implementation Team (CSIT) details on the project prioritization process and an updated Community Engagement Plan (CEP).

Chris Eatough and Jeff Riegner welcomed all attendees and reviewed the agenda.

Members of the CSIT were provided a copy of the draft minutes from the August 5 meeting in advance. Chris Eatough made a motion to approve the minutes and Sam Sidh seconded the motion. The CSIT members unanimously approved the minutes.

Jeff, Bruce Gartner, and Leah Kacanda led the group through the presentation attached to these minutes.

Project Prioritization

Jeff provided an overview of the prioritization process. He noted there has been a lot of progress in past month, and thanked County staff for providing extensive feedback. The goal of the prioritization process is to advance the Complete Streets policy while acknowledging the availability of data. All measures included in the policy will be used for annual tracking, but some are also appropriate as criteria for the prioritization process. The first year will function as a trial of the prioritization process, and there will likely be changes as the County goes through the budget process. The CSIT will be involved with adjustments and refinements as they are necessary.

Jeff gave a summary of the prioritization process, which is a simple scoring system with 50 total points:

- Multimodal safety and access: 20 possible points
- Equity: 10 possible points
- Crash history: 10 possible points
- System preservation/maintenance: 10 possible points
- Cost sharing: up to 4 bonus points can be provided if non-County funds are used for implementation

He noted that the scoring system is not absolute, but will be used to break projects into high, medium, and low priority tiers, and high priority projects will generally be advanced first.

Jeff provided details on points available within each category. Multimodal safety and access provide up to four points each for pedestrian access, bicycle access, transit access, addressing traffic congestion, and access to community facilities. Equity points are based on the Vulnerable Population Index (VPI), with projects in the highest VPI areas scoring 10, those in moderate VPI areas scoring 5, and those in lower VPI areas scoring 0. Evaluation of safety is being done by looking at crash history. Projects that have a documented crash history score 10 points, projects where safety is expected to be improved, but crash history has not been documented score 5 points, and projects that don't address transportation safety score 0 points.

Jeff shared that system preservation/maintenance required a lot of discussion with staff. Projects focused on maintaining existing infrastructure and/or are expected to create no or minimal additional maintenance needs score the highest with 10 points, projects that are principally focused on maintenance and/or expected to create modest additional maintenance needs score 5, and new infrastructure projects and/or projects that create additional maintenance needs will score 0. Cost sharing allows up to 4 bonus points, based on the percentage of non-county funds leveraged. Non-county funds could be Federal, State, or private dollars.

Tom Butler commented that some cost sharing is reimbursable only after the County expends funds but agreed with the concept of giving a bonus to projects that have outside funding.

Carl asked whether the phrase “private funds” means projects with a developer contribution. Jeff confirmed that and asked whether the timing or phasing of a County capital project with private funding impacts the timing or phasing of a private development project. Carl noted that paying the developer contribution and entering into a written agreement with the County allows for private development to move forward independent of the timing of the County capital project, which Tom B. affirmed.

Carl observed that most of the scoring is based on data so it should supply an objective comparison between different possible projects. He noted if all other factors are equal, the VPI scoring can determine which project moves forward. He asked whether the philosophy is whether a project that serves vulnerable populations is more deserving. Jeff responded that the focus is to make sure that there is sufficient investment in areas where underinvestment has occurred in the past. The goal is not for VPI to be the deciding factor, but for it to impact the rating. He noted that if this process led to there being significant investment in one part of the county, that might not be equitable to other areas in the County. Conversely, there is a sometimes a benefit to having multiple projects in one geographic area to allow for economies of scale. Repaving projects are an example of this. Bruce responded that the Complete Streets policy requires that equity be a strong consideration, which is why there would effectively be an equity bonus for similarly scored projects. He noted that the scoring attempts to balance equity with other factors, but also that projects will be grouped by high, medium, and low tiers, not evaluated based on point differential.

Larry asked whether other priority sidewalk projects, not just those included in *WalkHoward*, could receive 4 points. He noted that sometimes there are new developments that would make a sidewalk link more desirable even though it was not included in *WalkHoward.* Jeff asked whether there is a process to update *WalkHoward* or *BikeHoward.* Chris responded that they have not yet been updated, and that they likely will not be updated more frequently than once every 10 years or so. He noted that there is the possibility that projects identified during the annual Complete Streets Open House could be accommodated by the prioritization process.

Bruce said it would be best to keep the process as simple as possible so that County staff does not have to worry about too many moving parts. Sam agreed, noting that the current criteria are concrete, and the more caveats are added the more the process transitions from objective to subjective. He added that the process can be modified over time as necessary.

Larry asked whether it is possible to consider crash severity in the crash history scoring system. He noted that as a frequent vulnerable user of the transportation network, a crash involving a vulnerable user may be more important to address than a number of “fender benders.” He asked whether that consideration is inherent in the evaluation being done by DPW or whether it should be made more explicit in the criteria.

Kris Jagarapu responded that the projects being evaluated are all transportation related projects, not just bike and pedestrian projects. He noted that there may be a vehicular safety issue that the County needs to address, but that does not mean it should be deemed less appropriate than another project with similar or lower safety concerns. A safety concern is a safety concern, regardless of user.

Bruce responded that the crash data does differentiate between personal injury and property damage. Chris added that crashes are classified by property damage, personal injury, and fatality, and that more weight is given to fatalities than injuries, and to injuries than property damage. Any safety study would incorporate that weighting.

Tom B. noted that property damage crashes are often a precursor to more serious crashes and urged that the language not be changed. Larry asked whether there would be an objection to adding a sentence noting that personal injury and death shall be prioritized over property damage.

Christiana Rigby responded that she is comfortable with adding language to that effect since it is considered in the analysis that DPW is already conducting. She noted that she also had the same question as Larry when she was reviewing the prioritization criteria.

Jeff noted that the Design Manual has a section about crash studies where there could be a more explicit explanation of how crash studies are done. This would allow the scoring system to be simple, and more thoroughly address this issue elsewhere.

Bruce responded that the tendency is to want very precise language, but a number of the metrics in the prioritization criteria will require the development of specific operating procedures, and the safety criterion is just one example.

Larry stated that he still had concerns that addressing personal injury and death is not being prioritized. Kris responded that the goal as a County is to create safe roads, as indicated by the DPW Highways mission statement. Christiana noted that she has had multiple conversations with Kris and Tom B. that have affirmed that they are concerned with the safety of County roads regardless of mode of travel. She noted that the crash data does not provide external parties with as much information as they may want. The severity of personal injury varies and is not always clear based on the results. She asked whether Kris could send the CSIT an example of what crash history data looks like. Tom B. explained that the crash history starts with the report generated by the responding police officer. He also noted that many areas reported by the public as perceived safety issues aren't borne out by the data.

Jeff asked if there was any other discussion. The CSIT agreed that crash severity will be addressed in the studies section of the Design Manual.

Jennifer asked to see the system preservation and maintenance slide. She noted that the draft notes that bridge projects, road resurfacing projects, and drainage projects would not be scored, but noted that there are many opportunities to address Complete Streets improvements during road resurfacing projects. She asked for an explanation of why those maintenance projects were excluded from the prioritization process. She also asked whether those projects will still be considered for Complete Streets improvements.

Bruce responded that the County has a long history of screening road resurfacing projects for Complete Streets improvements, but that the bigger issue is that the County is not keeping up with the volume of resurfacing projects. He noted that calling this scoring section system preservation could be confusing because there are categories of system preservation projects that will be a part of building a Complete Streets network, but those projects do not lend themselves to being scored as part of this process. Chris added that the Complete Streets policy still applies to road resurfacing projects, but it is important to not delay system preservation projects that keep existing infrastructure in decent shape. Since those projects are critical, they cannot be compared against new projects.

Jennifer agreed with the need for existing facilities to be maintained, but that she could also envision a hypothetical scenario where underinvested communities with a high VPI score are not seeing as much infrastructure spending because there may not have as much infrastructure currently. Bruce noted that the multimodal points available coupled with the points available based on VPI scoring will help balance the need for new projects in those areas, but acknowledged it is a challenge to balance all the different considerations. He offered to show how some example projects score to illustrate how the scoring system works.

Chris walked the CSIT through five scored projects. He noted that these projects are examples only and that the scores are not binding. He also clarified that the scoring system will not be used for projects that are already in the budget, but only for new projects moving forward. The highest scoring project was Stephens Road, which consists of raising a bridge located in the floodplain. The project incorporates a sidewalk, bike access, and improved bus stops, which results in a strong multimodal score. It is also located in a high VPI census tract. Although there is not a formal crash study for the area, it is reasonable to think that it will improve safety in the area, especially with the addition of sidewalks. He noted evaluating the system preservation criterion was a challenge, but since the project is replacing a bridge it will save the County maintenance dollars in the future. He noted that the remainder of the projects are spread around the county, and some are primarily bicycle and pedestrian projects, but some are more road focused.

David Nitkin asked how many bonus points were available for cost sharing, and Chris responded up to 4, and affirmed that the bonus is on top of the 50 points possible. David also asked for clarification on the definition of system preservation. Chris responded that the question is whether this project will create major maintenance costs for the County. New projects generally score 0, whereas a striping project would score 10, and minimal infrastructure

may score in the middle. Chris noted it was unlikely that a project would ever have a perfect score, since scoring high in the multimodal access area would frequently require new infrastructure, resulting in a lower score in system preservation.

Jennifer agreed that it was helpful to see the scoring, and that additional weighting for equity is always a plus, but understood the why the balance approach is important to pursue.

Larry asked if equal weight was being given to four different modes of transportation. Chris responded that the fifth category, access to community facilities, is specific to bicycle and pedestrian access, which gives those modes a scoring edge over motor vehicles. The group looked at the scored examples to better understand how access to community facilities impact project scoring.

Kris J. asked if a shared-use facility would result in a project earning a total of 8 points. Chris responded that the only time a shared-use facility would score 8 full points was if it was a recommendation in both *WalkHoward* and *BikeHoward.*

Larry asked for clarification on the criteria regarding access to community facilities. Jeff showed the access to community facilities criteria noting it specifies access for people who walk or bike.

Larry noted that the scoring system prioritizes maintenance of existing facilities even though some roads are currently overdesigned for vehicles and have almost no facilities for pedestrians or bicyclists. Chris responded that one way the project could benefit from the scoring system is if a project adapts the current roadway for bicycle and pedestrian use without increasing the maintenance burdens. Larry observed that in that instance, the project would still score multimodal points by reallocating road space and additional points for maintaining the existing facilities.

Larry asked whether there could be a project that provides no pedestrian or bicycle facilities. Chris responded that most projects will look at multi-modal facilities, but that there are exceptions like in locations where facilities are not warranted or needed, for example in western Howard County where transit facilities will never be added since transit services don't extend that far.

Larry asked whether transit scoring could address signal prioritization and bus lanes, or any transit improvement that does not involve a transit stop. Jeff asked whether those types of improvements are being considered anywhere in Howard County. Larry noted that possibly at some point in the future. Chris responded that some tweaks to the wording would accommodate this concern. The next draft of the prioritization criteria will incorporate the phrase "improvements to existing bus stops or transit service" and "new bus stops or transit facilities."

In response to Jennifer's question, Jeff clarified that the prioritization process would only be used for new projects, not older projects.

Carl asked whether the prioritization process will occur at the beginning of the decision-making process or whether the prioritization process is the decision-making process. He noted that there may be other factors that could be considered by decision makers, for example would a bridge project also help address a stream erosion problem. He asked whether this process limits the consideration of other project benefits. Jeff replied that the prioritization process will inform the decision making process. Bruce clarified that the prioritization process will inform development of the capital budget but is not the only factor that will be taken into account.

Jeff described the next steps for the prioritization process, which includes incorporating edits based on CSIT input, approval by the core team at the September 16 meeting, approval by the CSIT at their October 7 meeting, and delivery to County Council in October.

Community Engagement Plan

Jeff thanked Jennifer and the Horizon Foundation for their feedback, which has been invaluable in developing the current draft of the CEP. Leah provided a brief update on the status of the CEP, sharing the newly formatted draft document. She noted that most edits to the text of the document based on feedback from members of the CSIT and County staff have been made, and that the graphics are being updated to reflect the new formatting.

Jeff noted that there are two ways to think about engagement. One is thinking about inclusivity during the process, which the plan describes, but that most community engagement happens with project managers who do their best to engage the public. The goal for this plan is to create a process that is simple so that project managers can focus on project delivery.

Leah explained that WRA is still preparing responses to comments that have already been received. The complete draft plan will be posted on the OOT Complete Streets website for public comment on September 16. Planning is underway for two public workshops on September 23 and 24. ***(Subsequent to the CSIT meeting, the two workshops were scheduled for 1 pm and 7 pm on September 23.)*** Public comment on the draft plan will be open until October 2. Feedback received from the public will be discussed with the CSIT on October 7, and there will be a determination of whether any final edits are necessary. The final draft will be shared with County Council in late October.

Leah shared that OOT, the Department of Community Resources and Services, and the Horizon Foundation are also working to create a list of community organizations to invite to review the draft and attend the CEP public workshops. This list will also be used as an appendix to the CSIT that project managers can also use to create a stakeholder list when doing outreach for a specific project.

Christiana asked whether the RTA Rider's Advisory Council is included on the outreach list. Leah confirmed that the organization would be included.

Brief Updates

There were no updates to report.

Next Steps

Jeff noted two action items from this meeting:

- OOT and WRA will make edits to the prioritization process
- OOT will respond to comments received on the Community Engagement Plan; more comments and feedback on the workshop are welcome

The next CSIT meeting is scheduled for Wednesday, October 7 at 3:00 pm. Jeff noted that the same call in phone number and link will be used for all CSIT meetings.

Leah Kacanda, AICP