



List of Meeting Materials

Complete Streets Implementation Team Meeting #9

Wednesday, September 2, 2020, 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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Prioritization process (latest draft).....	19
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Draft minutes of August CSIT meeting	60



Agenda

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Introduction, roll call, agenda review, review and approval of August meeting minutes	3:00
Prioritization process (due in October).....	3:05
Community Engagement Plan (due in October)	4:00
Brief updates.....	4:20
• Design Manual	
Next steps.....	4:25
• Next CSIT meeting: Wednesday, October 7 at 3:00 pm	
• Action items from this meeting	
Adjourn	4:30



Complete Streets Implementation Team Implementation Phase: Meeting #9

September 2, 2020





Agenda

- Introduction
- Review and approval of August meeting minutes ★
- Prioritization process
- Community Engagement Plan
- Brief updates
 - Design Manual
- Next steps



PRIORITIZATION PROCESS





Prioritization process

- Proposed process is based on input from the CSIT as well as extensive interviews with staff from a variety of County departments and offices
- The goal is to advance the Complete Streets policy while acknowledging the availability of data
- The first year of experience using the process will undoubtedly result in adjustments and refinements in subsequent years

Prioritization process

- The process uses 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 to a project if non-County funds are used for its implementation
- Scores will be used to break projects into high, medium, and low priority tiers; some flexibility is required



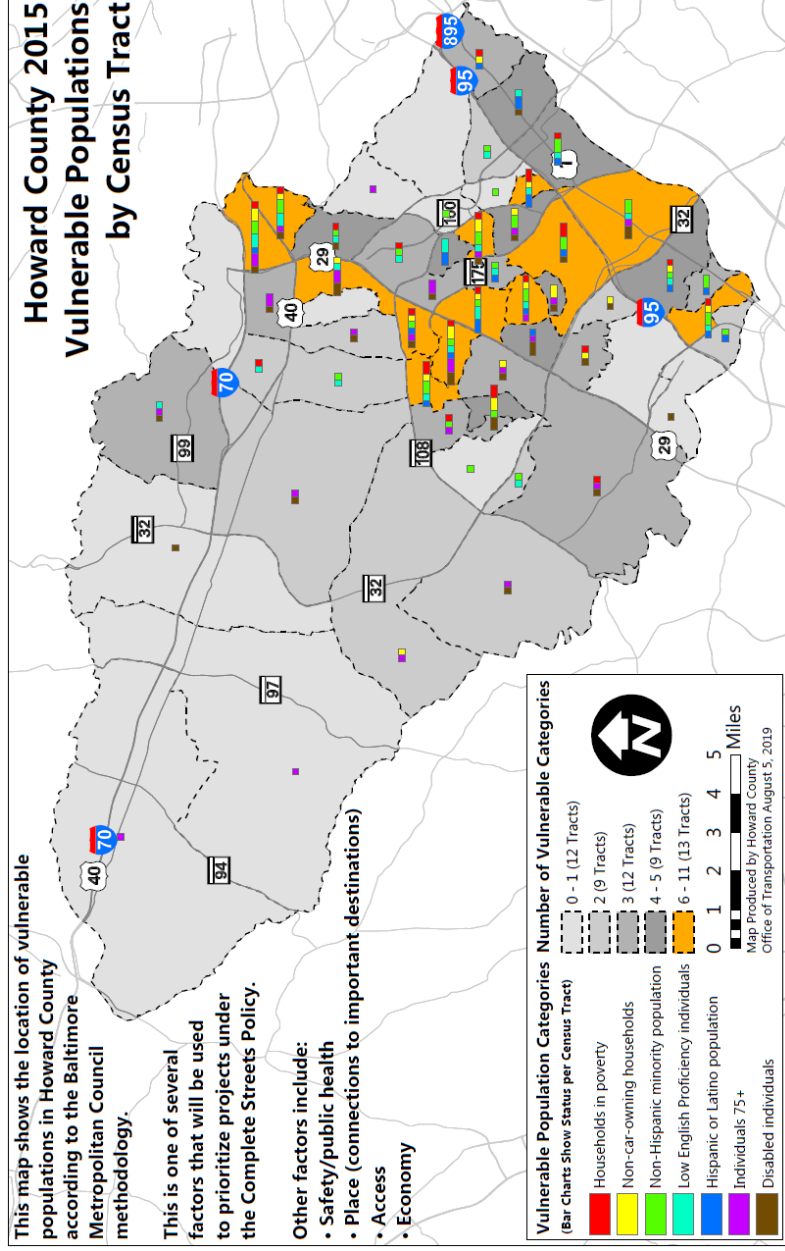
Prioritization process

- Multimodal safety and access: 20 possible points
 - Up to 4 points for pedestrian access
 - Up to 4 points for bicycle access
 - Up to 4 points for transit access
 - Up to 4 points for addressing traffic congestion
 - Up to 4 points for access to community facilities



Prioritization process

- Equity: 10 possible points
 - 10 points for projects in the highest Vulnerable Population Index (VPI) areas
 - 5 points for moderate VPIs
 - 0 points for lower VPIs





Prioritization process

- Crash history: 10 possible points
 - 10 points for projects that have a documented crash history
 - 5 points if safety is expected to be improved, but crash history has not been documented
 - 0 points for projects that don't address transportation safety





Prioritization process

- System preservation/maintenance: 10 possible points
 - 10 points for projects that are principally focused on maintaining existing infrastructure and/or are expected to create no (or minimal) additional maintenance needs
 - 5 points for projects that are principally focused on maintaining existing infrastructure and/or are expected to create modest additional maintenance needs
 - 0 points for projects that are principally focused on new infrastructure and/or will create additional maintenance needs



Prioritization process

- Cost sharing: up to 4 bonus points
 - 4 points if project leverages at least 75 percent non-County funds (Federal, State, and/or private) to reduce cost to County taxpayers
 - 3 points if project leverages at least 50 percent (but less than 75 percent) non-County funds
 - 2 points if project leverages at least 25 percent (but less than 50 percent) non-County funds
 - 1 point if project leverages some non-County funds, but less than 25 percent
 - 0 points if project uses only County funds





Project prioritization

- Anticipated schedule
 - Edits as needed based on your input
 - Approval by core team at September 16 meeting
 - Approval by CSIT at October 7 meeting
 - Delivery to County Council in October





COMMUNITY ENGAGEMENT PLAN



Community Engagement Plan

- Anticipated schedule
 - Late August: Began outreach for CEP workshop
 - September 2: Review revised draft CEP with you
 - September 16: Post draft CEP draft plan on OOT Complete Streets website and open for public comment
 - September 23/24: CEP workshop
 - October 2: Close public comment on CEP
 - October 7: Discuss CEP outreach with CSIT and determine whether any final edits are necessary
 - Late October: share CEP with County Council





BRIEF UPDATES





NEXT STEPS





Next steps

- Next meeting
 - Wednesday, October 7, 3:00 pm
- Action items from this meeting



PROPOSED HOWARD COUNTY CAPITAL TRANSPORTATION PROJECT PRIORITIZATION SCORING SYSTEM – DRAFT V5

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. For at least the first year, 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 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 recommended 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.

PROPOSED HOWARD COUNTY CAPITAL TRANSPORTATION PROJECT PRIORITIZATION SCORING SYSTEM – DRAFT V5

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 4 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, geographic location, or type 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.

PROPOSED HOWARD COUNTY CAPITAL TRANSPORTATION PROJECT PRIORITIZATION SCORING SYSTEM – DRAFT V5

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 compliance 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 bus stops, improvements to existing bus stops, 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

PROPOSED HOWARD COUNTY CAPITAL TRANSPORTATION PROJECT PRIORITIZATION SCORING SYSTEM – DRAFT V5

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

- Project leverages at least 75 percent non-County funds (Federal, State, and/or private) to reduce cost to County taxpayers: 4 points
- Project leverages at least 50 percent (but less than 75 percent) non-County funds: 3 points
- Project leverages at least 25 percent (but less than 50 percent) non-County funds: 2 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

August 31, 2020

DRAFT



Engagement?

1 Via Community Stakeholders

2 Communication Format

4 Collecting Public Feedback

5 Events

5 Tools

5 **How do we make decisions?**

5 Transportation Planning

5 County Capital Transportation Projects

5 Major Capital Project and Public Engagement Process

6 Minor Capital Project and Public Engagement Process

7 Private Development Projects

7 Development Technical Review

7 Major Subdivisions and Commercial Site Development Plans

8 Private Development Projects and Public Engagement Process

10 **Citizen's Guide to Community Engagement**

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15 Figure 2. Opportunity curve for meaningful stakeholder engagement

15 Figure 3. Community engagement decision making flowchart

15 Figure 4. Community Engagement Plan guiding principles

15 Figure 5. Equality vs. Equity from 7 Steps to Advance and Embed Race Equity Foundation

16 Figure 6. Howard County demographic infographic

17 Figure 7. Defining community stakeholders, adopted from the Collective

18 Community Engagement Toolkit, this will need to be tweaked/revised

18 below defined groups as indicated in red above

18 Figure 8. Howard County Vulnerable Populations

18 Figure 9. Methods of Communication for reaching Community Stakeholders

19 Figure 10. Community engagement events

County Administration

Transportation (OOT)

Public Works (DPW)

Planning and Zoning (DPZ)

Projects Implementation Team (CSIT)

Important?

Performance Measures

Transparency, Equity, and Inclusion

Stakeholders

Population

Target Population

Organizations

Potential Project Users

Community?

Engagement

Initiation

Stakeholders

Practices

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 section 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.

How do we make

This section outlines the process and how community input may make sense of the process. **Community public feedback**

Citizens Guide

This section provides information for other stakeholders and transportation

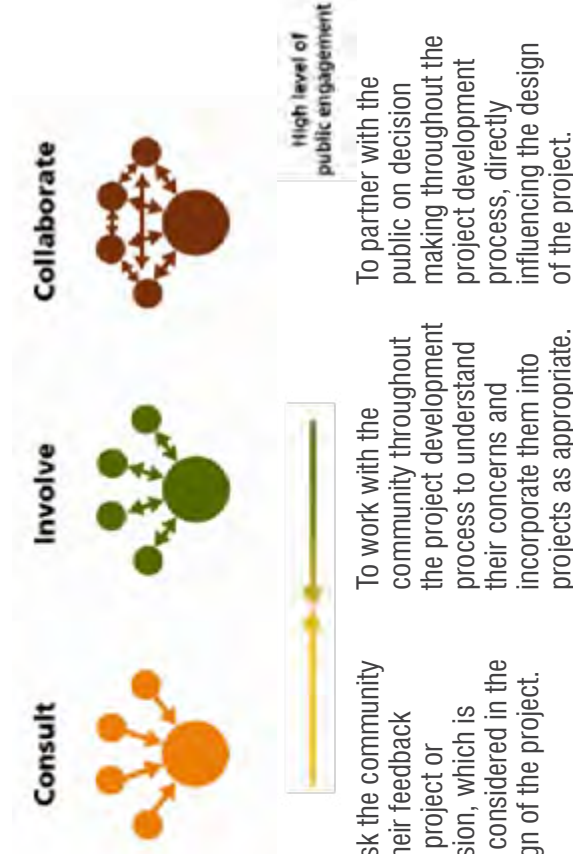


Community Engagement?

the public the
ment decision-
transportation
e through their
cooter, bicycle,
ty engagement
e information,
an opportunity
ot a standalone

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.



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.

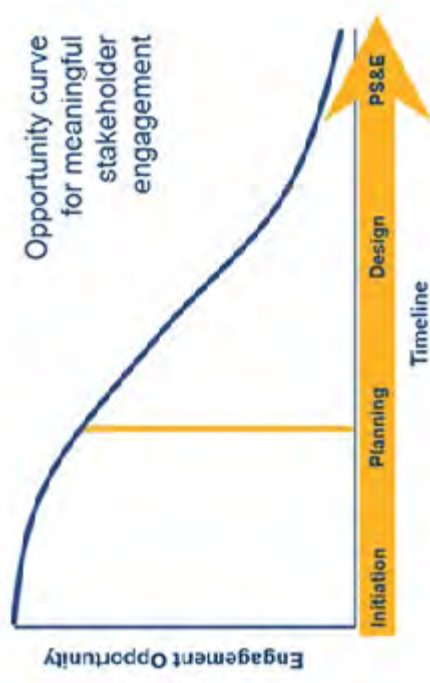


Figure 2. Opportunity curve for meaningful stakeholder engagement



ment, adapted from the International Association for Public Participation



To ensure that individuals of all ages, abilities, and languages can travel safely and conveniently by foot, bicycle, or automobile.”

Streets policy, the Department identifies key areas, particularly in the transportation sector, that require attention from different departments and calls for the creation of initiatives for traditionally underserved communities.

As outlined in this report, the Department of Transportation and Development is committed to State-led leadership in the County, the County Department of Transportation, and the Department of Public Works to ensure the goals of Complete Streets are achieved.

The project phases include public engagement and outreach, which are primarily handled by the Department of Transportation and Development. The planning process, including the development of the Complete Streets Policy, is being led by the Department of Transportation and Development.

Implementation Team: The implementation team will require a mix of staff from various departments to ensure a coordinated effort.

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 comment on, and approves the County's budget.

The Office of Transportation and Planning aims to increase the efficiency of transit, walking, and cycling. The Office of Transportation and Planning is the County's center in land use planning and transportation. OoT also staffs the Board, the Bicycle and Pedestrian Advisory Board, Transit and Pedestrian Advisory Board, and the Bicycle and Pedestrian Advisory Board.

Multimodal Transportation
The Multimodal Transportation Department is responsible for the County Executive's oversight of transportation on transportation projects. The Department is limited to publishing information on transportation projects, but is not responsible for the transportation, bicycle, or pedestrian projects. The Department is responsible for the County Executive's oversight of transportation on transportation projects.

Bicycle Advisory Board
The Bicycle Advisory Board is the County Executive's advisory body on bicycle transportation and infrastructure. The Board is responsible for the County Executive's oversight of transportation on transportation projects.

Transit and Pedestrian
The Transit and Pedestrian Department is responsible for the County Executive's oversight of transportation on transportation projects.

Department of Transportation and Planning
The Department of Transportation and Planning is composed of the County Executive's oversight of transportation on transportation projects. The Department is responsible for the County Executive's oversight of transportation on transportation projects.

- The Bureau of Transportation and Planning is responsible for the County Executive's oversight of transportation on transportation projects. The Bureau is responsible for the County Executive's oversight of transportation on transportation projects.

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.

ly constructed ed by Howard dations to the County Council tters under the Public Works. At or by resolution of Public Works dations on any

ing (DPZ)

l Zoning helps Howard County f safe, healthy, d communities, al rights and environment, racter. Among e development viewing private e with County ure, including

Why is engagement important

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.

Howard County engagement and transportation for Howard County that:

- Community and design essential to Complete Streets

Guiding Principles

Howard County below guiding engagement principles



the community
tation projects
ives in mind:

Activities measurable strategies, achievable and specific)	Performance Measures (mark progress toward objectives)
<p>Meet 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</p> <p>Collaborate with community to determine appropriate public engagement approach, including where and when meetings should be held and the preferred format</p> <p>Proactively include community institution representatives on Complete Street email list and project email list for projects in their area</p> <p>Develop messaging that resonates with community stakeholders for use across multiple platforms, including emails, websites, social media, and signage</p> <p>Increase subscribers to Complete Streets and project specific listservs in affected communities</p> <p>Increase social media usage to promote educational content, events, surveys, by geo-targeting community stakeholders</p> <p>Increase online traffic annually to Howard County Complete Streets website and project specific website</p> <p>Hold in-person and online opportunities to educate attendees and collect feedback throughout project development</p> <p>Provide in-person and online</p>	<ul style="list-style-type: none"> • Number <u>and types</u> of community institutions, organizations and stakeholders consulted • Community meeting decisions documented on project website • Number <u>and types</u> of organizations represented on Complete Streets and project specific listservs
<p>Utilize all communications channels to distribute messaging</p> <ul style="list-style-type: none"> • Number of Complete Streets and project specific listserv subscribers; Percentage of emails opened • Number of social media shares, likes and comments for each post • Number of unique visits to Complete Streets and project specific websites • Number of people attending in-person workshops and/or participating online • Document and publish 	<p>Utilize all communications channels to distribute messaging</p> <ul style="list-style-type: none"> • Number of Complete Streets and project specific listserv subscribers; Percentage of emails opened • Number of social media shares, likes and comments for each post • Number of unique visits to Complete Streets and project specific websites • Number of people attending in-person workshops and/or participating online • Document and publish

<ul style="list-style-type: none"> • Where requested, provide project materials in alternative formats for individuals with barriers to access (disability, vision, hearing, language) 	<ul style="list-style-type: none"> • 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)
<p><i>Process and Outcomes</i></p> <p>Formalize internal processes, internal and external feedback loops, and ongoing community engagement</p>	<ul style="list-style-type: none"> • 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 prepared in the Complete Streets Annual Report by the Office of the Howard County Complete Streets Policy. The reports will be prepared on an annual time, with a goal of seeing equal or improved measures year over year. The data will be analyzed for causation and strategies will be adjusted as needed.

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.

Importance of
Given the diverse public engagement equity in mind. requires acknowledgment at the same need different outcome. There a variety of outcomes, health, housing – and these include various public in this document everyone has the transportation Howard County

Equality

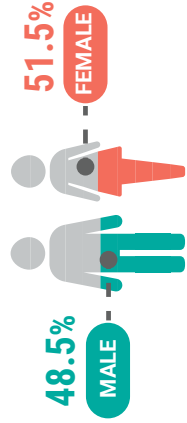
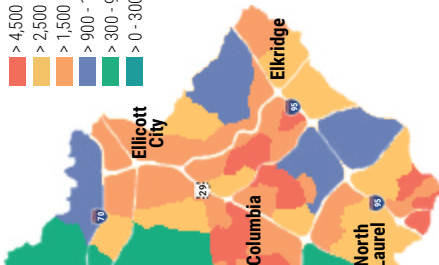
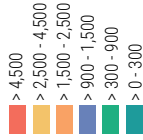


Equity



Population Density

People per square mile



321,100+ People of All Ages



POVERTY RATE
6.8%

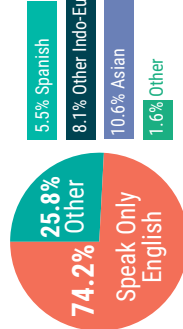
22.7% LIVE ALONE

Howard County

6.8% Hispanic and Latino



18.5% Asian

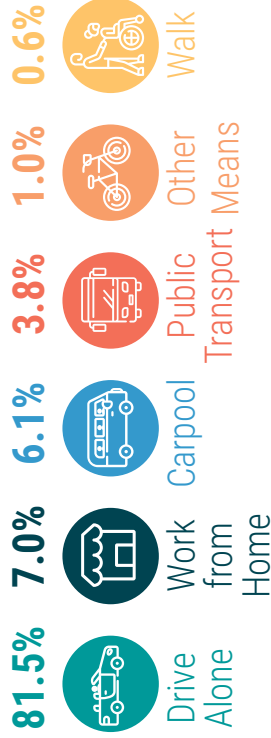


6.9% Speak English Less than Very Well

6% VEHICLE ACCESSIBLE



170,300+ Commuters



74,600+ residents work in Howard County

This section defines the different types of community stakeholders who may be interested 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.

Some things to keep in mind when identifying which stakeholder perspectives are critical to the success of a project are which people:

- Can directly
- Must provide
- May be co-
- Represent c-
- heard

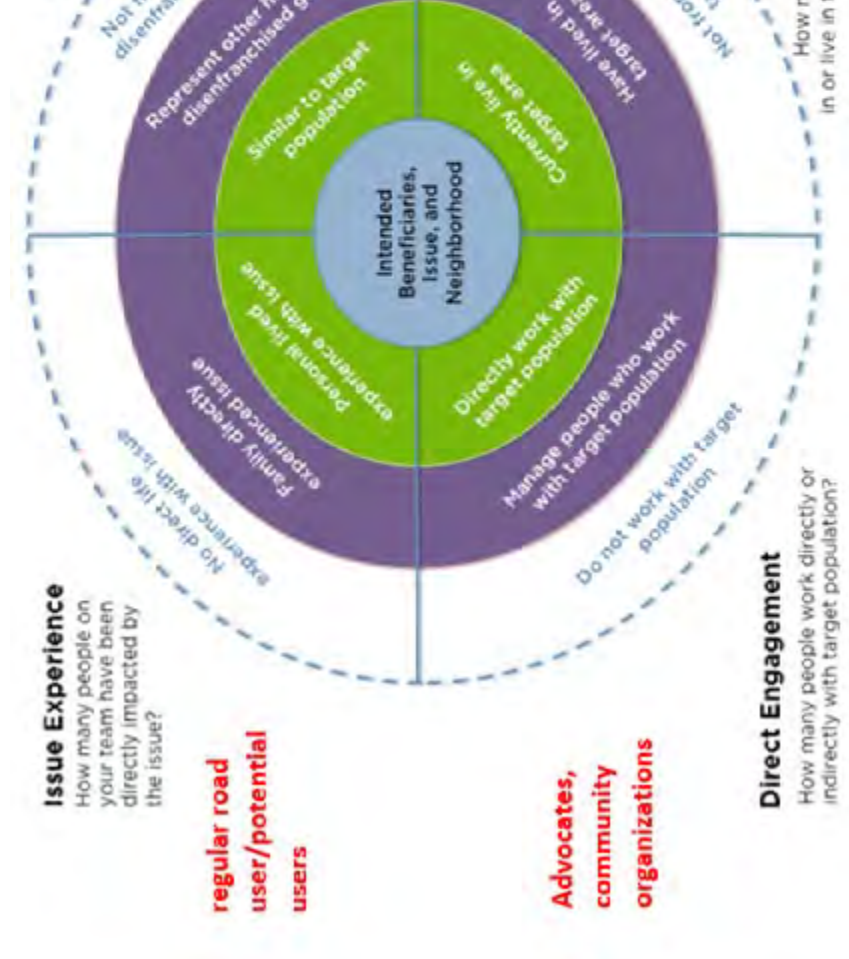


Figure 7. Defining community stakeholders, adopted from the Collective Impact Forum Community Stakeholder Identification Framework, tweaked/reworked to include below defined groups as indicated in red above

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.

Neighborhood Population

People who live, work, play, or access services in a neighborhood that is slated for a transportation improvement will likely be impacted by decisions 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

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

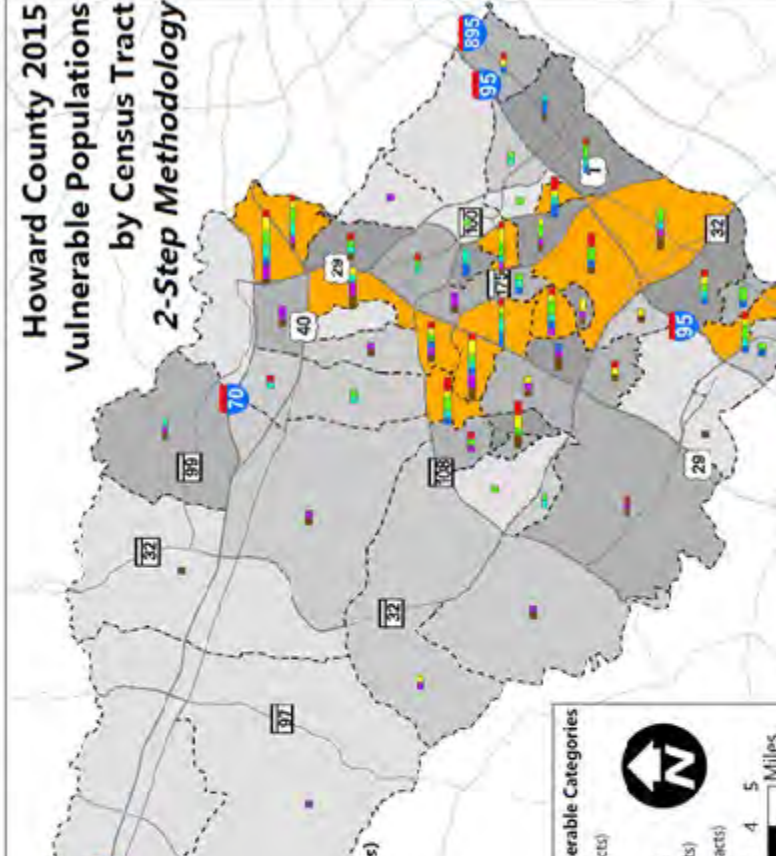
People who live, work, play, or access services adjacent a corridor that is slated for transportation improvements will be directly impacted by decisions made during the project development process. At a minimum, the construction of a project may negatively impact quality of life in the short-term. In 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.

Community Organizations

Community based stakeholders such as Village Boards, Homeowners Associations, and local service providers including places of worship, schools, cultural institutions, libraries, community centers, and non-profit organizations have extensive ties to the communities they serve and are committed to improving the quality of life for their constituents. Some community stakeholders work within specific geographic areas and some work County-wide. Community stakeholders can distribute information about transportation projects to their networks. The County should maintain a comprehensive list of community stakeholders to reference when developing stakeholder lists for specific projects. Organizations that work County-wide should receive announcements about each

population groups in Howard County mean, and tracts with even weight. Data are a composite of each tract is used in the project priority shall be in the top 20-25 assessment shown survey data from will be updated us releases new

Howard County 2015 Vulnerable Populations by Census Tract
2-Step Methodology



about transportation communication projects. Example in public engineering projects.

Streets for

According to a coalition of streets in Howard County investment in streets will stop at every street who they are can safely, take public to go. Advocacy County is led Maryland and

Horizon Fo

According to Foundation health for to improve initiatives, grantmaking work is driven shaped around a significant mental health largest industry Maryland, our community greatest cha

AARP Mary

AARP is a national organization is "to empower as they age AARP Livable the efforts c rural areas t ages. We k provide safe housing an to needed to residents of life." AARP County Cor Streets will communities automobile

How do we engage the community?

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

- offers opportunities for public input if necessary
- Rich media (audio, video) can be used to engage people to participate in the public meeting

Expanding online engagement can mean that traditional engagement can be done both online and in tandem to ensure that all interested parties are engaged through both print and online materials. Link to the project page.

and it starts right we must come issues that effect us to come." One issues on is Active transportation or people who

Howard County

"the Bicycling (Bike HoCo) is on founded in jobs and bicycle and. Bike HoCo ability and safety ing education children, and and sharing the and efficient, and portation system ture for Howard

Users

initial users of a n improvement decisions made process, even e project area. al input on the / have the best transportation not be currently be reached by the site. Post to walk or bike through the area

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.

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

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.

Project Website

community m engagement, t methods of co department. A include a link t driving as muc possible. Large have a standal can share the s will include lin communication course of the p **Project Graphics** Any graphics d diagrams, plan for the genera Make sure near

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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tools can be very convenient, in that they allow 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.

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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. Participants 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 questions and answers 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.

Engagement

collaborate with the community events like temporary demonstrations or installations, walk audits/bike informative games.

in with existing community event if possible
back opportunities that impact project design

P involve the community
lized location and/or online
ck opportunities that impact project design
ff available to address public questions

inform and consult the community
during public comment does not impact project design
Co Open House

inform and consult the community
during public comment does not impact project design
mission meetings including the Multimodal Transportation Board, Public Work
ouncil provide information and offer opportunities for public comment

Outreach

make 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

the Capital Improvement Master Plan or Capital Program for 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 Projects)
Decision already made	Decision still needs
Implementation stage, when government can implement on its own	Design and development
Routine	Potentially controversial
Based on accepted, known values	Based on values in
Technical analysis provides clear answer	Technical analysis
Stakeholders: small number, defined/known, homogenous	Stakeholders: large

Figure 11. Complexity of decision matrix for designating a project major or minor for purposes of public participation. Associates, 2009

- 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.

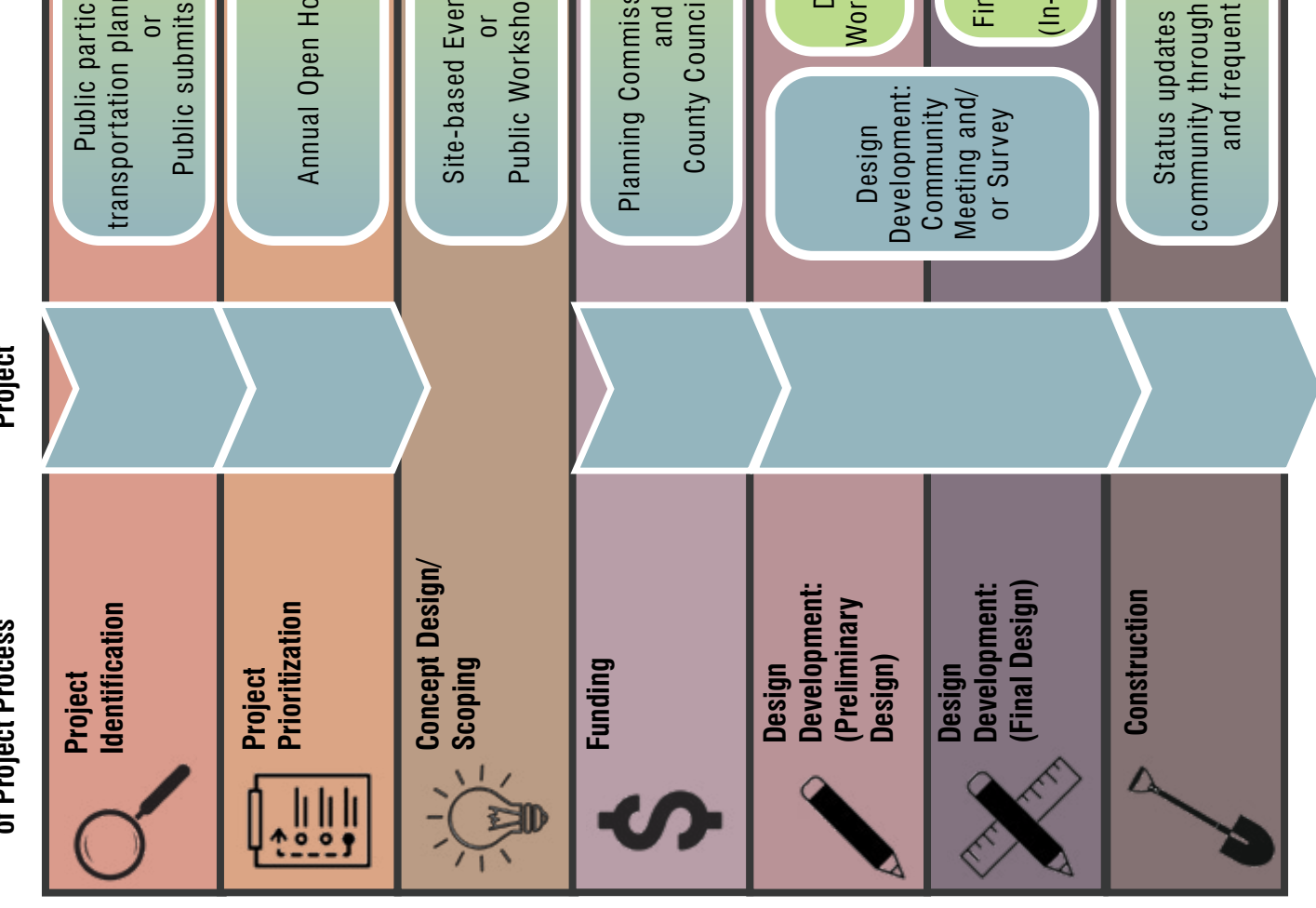


Figure X: Major and Minor Capital Projects and Public Engagement Process

Potential Capital Projects are identified as high-priority by 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 projects by participating in the transportation process for [list plans], or by submitting a complaint to the Department of Public Works about an issue in their neighborhood.

Potential projects are prioritized based on feedback received at Annual Transportation Open House and technical analysis. High priority projects advance to the Concept Design/Scoping Phase.

The purpose of the **Annual Open House** is to provide the general information about the Complete Streets program in Howard County opportunity for the public to provide feedback on which transportation should be prioritized by the County for funding. The Open House is held at the Office of Transportation.

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 before developing 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 Community and other interested stakeholders with the information they need to participate in the Transportation Capital Project budgeting process.

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

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 Project: The purpose of the Meeting is to present 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.

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 especially if there is a significant delay between Final Design and 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.

Division (DED) Commercial and meet current needs, including transportation improvements with any new governed by the Howard III, Roads and Design Manual, Plans and Details County Design Divisions Only.

Deciding whether an intersection is acceptable levels as per County Code and Volume III. DED requires through intersections, intersection in-lieu is to be used to address the deficient

Commercial Site

Commercial Site projects that are critical to pedestrian and pedestrian is an important

These development projects are being parcel into subdivisions. The process for Subdivisions

Project Process

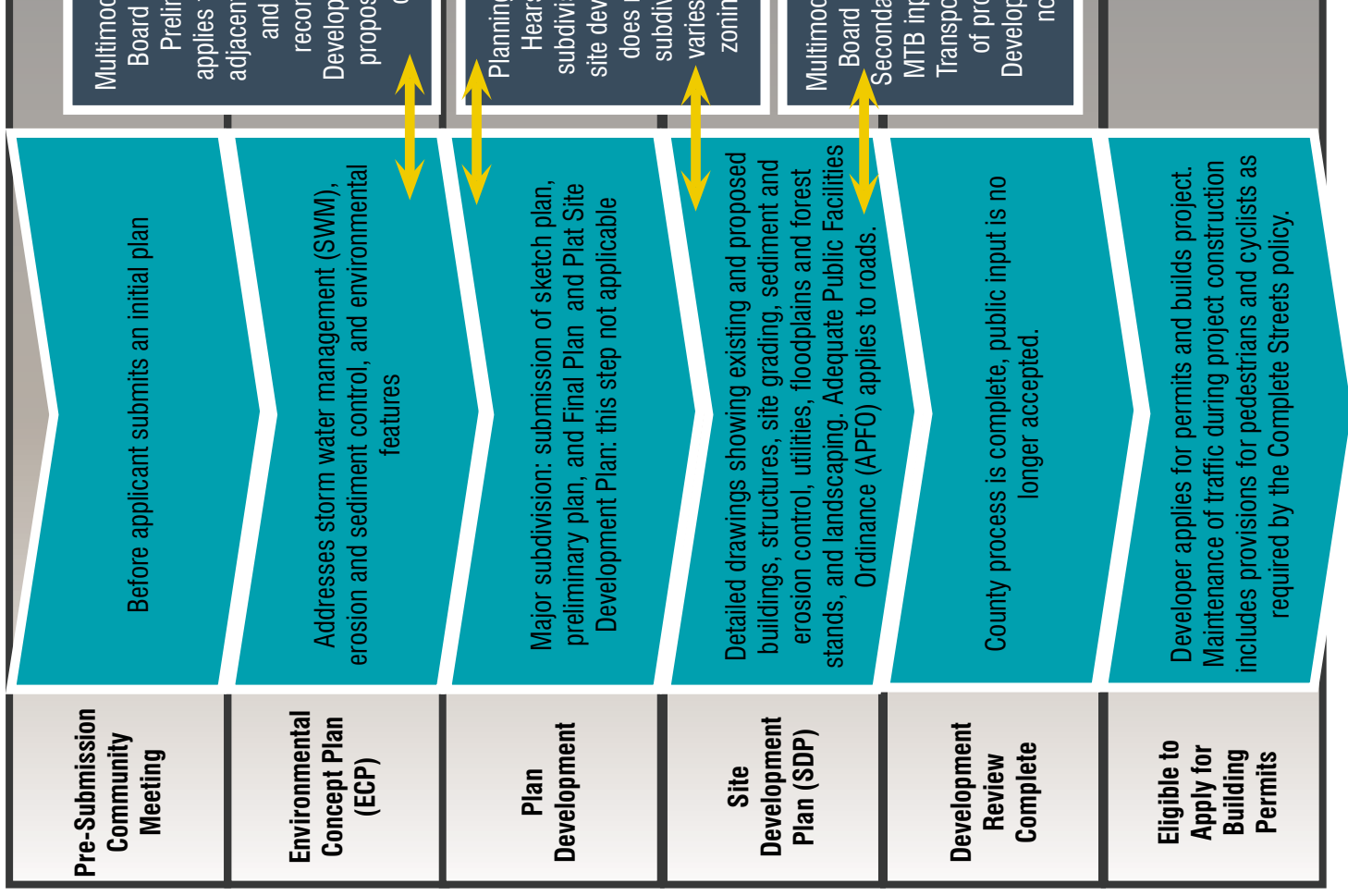


Figure X: Private Development Projects and Public Engagement Process

- 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 updates
- Secure location and/or schedule online meeting for Open House
- Develop communications plan with the Office of Public Information

Develop & Distribute Marketing [auto-populates to show date 3 months]

- 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 distribute to community
- Distribute flyer to Complete Streets Stakeholder List and ask them to share with the newsletters and at events
- Follow up with (call/text, email) county agencies and Complete Streets stakeholders in open house and invite them to participate

XX

ect

Advertise & Prepare for Open House [auto-populates to show date 3 months]

- Schedule full-page ad in Howard County Times and Columbia Flyer 2 weeks before meeting
- Place announcement on public access cable channels
- Include in County Executive news bulletin
- Promote social media event, schedule weekly reminders 3 weeks out, daily reminders
- Secure targeted social media advertisements with ad boosting in key census tracts based on demographics
- Email reminder to community institutions and organizations emphasizing the importance of their networks
- Develop participant evaluation
- Develop feedback mechanism

XX

ect

Hold Open House [auto-populates to show date 3 months]

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions
- If online, update registration link to allow participants to register and immediately receive confirmation
- Collect feedback using feedback mechanism
- Collect participant evaluations

Open House Follow-up [auto-populates to show date 3 months]

- Document number of attendees on Complete Streets website
- Post Open House materials and feedback mechanism on Complete Streets website for future reference
- 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 sharing with friends
 - Follow up on any outstanding questions or comments received from attendees

EXAMPLE OMITTED CHEMISTS

Major Capital Project Checklists

CAPITAL PROJECT PRIORITIZATION

Annual Open House Checklist

Enter the Open House date in the red box below. Dates will automatically populate in black boxes.

Plan for Open House

[auto populates to show date 3 months before workshop date] =>

- 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 updates
- Secure location and/or schedule online meeting for Open House
- Develop communications plan with the Office of Public Information

Develop and Distribute Marketing

[auto populates to show date 2 months before workshop date] =>

- 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 distribute to constituents
- Distribute flyer to Complete Streets Stakeholder List and ask them to share with their networks via social media, email, newsletters and at events
- Follow up with (call/text, email) county agencies and Complete Streets stakeholders to provide information about the open house and invite them to participate

Advertise & Prepare for Open House

[auto populates to show date 1 month before workshop date] =>

- Schedule full-page ad in Howard County Times and Columbia Flyer 2 weeks before meeting
- Place announcement on public access cable channels
- Include in County Executive news bulletin
- Promote social media event, schedule weekly reminders 3 weeks out, daily reminders the week leading up to the event
- Secure targeted social media advertisements with ad boosting in key census tracts based on VPI data
- Email reminder to community institutions and organizations emphasizing the importance their feedback and sharing with their networks
- Develop participant evaluation
- Develop feedback mechanism

Hold Open House

[enter date]

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions
- **If online, update registration link to allow participants to register and immediately receive the link to participate**
- Collect feedback using feedback mechanism
- Collect participant evaluations

Open House Follow-Up

[auto populates to show date 1 week after workshop date] =>

- Document number of attendees on Complete Streets website
- Post Open House materials and feedback mechanism on Complete Streets website for 1 month
- 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 sharing with their networks
 - Follow up on any outstanding questions or comments received from attendees

A signature certifies that this process was completed on the date shown below and uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

Before Advertisement

Meet with community stakeholders to determine appropriate venue, time, and special accommodations that may be necessary 6-8 weeks before you hope to hold the event. Discuss whether an in-person public workshop, online public workshop, or site-based event is the best choice given community preferences and the nature of the project. Decide on the appropriate format and enter the date into the red box below.

Plan for Event

[auto populates to show date 6 weeks before event date] =>

- Develop preliminary community stakeholder list
- Develop goals, expected outcomes, and specific engagement tactics
- Determine budget for event
- Set up a registration link, allow registrants to opt in for email project updates
- Secure location and/or schedule online meeting for event

Advertise Event

[auto populates to show date 1 months before workshop date] =>

- Prepare project notice/project flyer
- Post notice of meeting at the project site and meeting site
- Provide written notice by first-class mail to the DPZ registered list of subscribers
- Email flyer to Community Stakeholders
- Include notice in County Executive news bulletin
- Schedule publication of notice in newspaper for 2 weeks prior to meeting
- Develop social media messaging, social media event, and schedule weekly reminders
- Secure targeted social media advertisements with ad boosting in project area
- Post notice on Department website and project webpage

Prepare for Event

[auto populates to show date 1 month before workshop date] =>

- Develop meeting materials, graphics, and activities
- Develop participant evaluation
- Develop feedback mechanism

Hold Event

[enter date]

- Make sure all attendees sign in; allow attendees to opt in for project updates
- Have sufficient staff available to address public questions
- If online, update registration link to allow participants to register and immediately receive the link to participate
- Collect feedback using feedback mechanism
- Collect participant evaluations

Event Follow-Up

[auto populates to show date 1 week after workshop date] =>

- Document number of attendees on Complete Streets website
- Post Open House materials and feedback mechanism on Complete Streets website for 1 month
- Email attendees and post on social media event walls
 - Thank them for attending
 - Include link to Complete Streets website/online survey and encourage sharing with their networks
 - Follow up on any outstanding questions or comments received from attendees

A signature certifies that this process was completed on the date shown below and uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

CAPITAL PROJECT FUNDING

Planning Commission & County Council

Budget Season Preparation (timing?)

- Develop overview of submitted transportation capital projects; include description of project, project origination (Master Plan, public complaint, etc.), and 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 Complete Street email list, via social media, and post on Complete Streets website

County Executive's 1st Residents Budget Hearing (December)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

Planning Board Meeting (February)

The Planning Board typically meets the first and third Thursday of each month beginning at 7:00 pm in the Bancker Room of the George Howard Building (3430 Court House Drive, Ellicott City, MD 21043). Alternative dates may be scheduled at the discretion of the Board. Meeting agendas and all supplemental materials are posted to the Planning Board website two (2) weeks in advance of the meeting date.

- Notify Complete Streets email list, social media followers, and post on Complete Streets website when Planning Board meeting 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 meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting
- After meeting, distribute Planning Board ranking of new projects and recommendations for County Executive to Complete Streets email list, via social media, and post on Complete Streets website

County Executive's 2nd Resident's Budget Hearing (March)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

County Council Public Hearings (April/May)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

County Council Approves Capital Budget (June)

- Distribute notice of approval and copy of budget to Complete Streets email list, via social media, and post on Complete Streets website
- Include description of project, project origination (Master Plan, public complaint, etc.), and overview of public feedback received to date for projects included in Budget

A signature certifies that this process was completed on the date shown below and uploaded to the Complete Streets website.

Project Manager Name

Project Manager Signature

Date

Before Advertisement

Meet with community institutions to determine appropriate venue, time, and special accommodations that may be necessary 6-8 weeks before you hope to hold the Public Workshop. If an online workshop is preferred by the community, select the date and time of the event. Enter the date into the red box below.

Plan for Workshop(s)

[auto populates to show date 6 weeks before workshop date] =>

- Develop goals, expected outcomes, and specific engagement tactics
- Set up a registration link, allow registrants to opt in for email project updates
- Secure location and/or schedule online meeting for event

Advertise Workshop(s)

[auto populates to show date 4 weeks prior to workshop date] =>

- Prepare project notice/project flyer
- Post notice of meeting at the project site and meeting site
- Provide written notice by first-class mail to the DPZ registered list of subscribers
- Email flyer to Community Stakeholders
- Include notice County Executive news bulletin
- Schedule publication of notice in newspaper for 2 weeks prior to meeting
- Develop social media messaging, social media event, and schedule weekly reminders
- Secure targeted social media advertisements with ad boosting in key project area
- Post notice on Department website and project webpage

Prepare for Workshop(s)

[auto populates to show date 3 weeks prior to workshop date] =>

- Develop meeting materials and graphics
- Develop participant evaluation
- Develop feedback mechanism

Hold Workshop

- Make sure all attendees sign-in; allow attendees to opt in for email project updates (see p. 22)
- Have sufficient staff available to address public questions
- If online, update registration link to allow participants to register and immediately receive the link to participate
- Collect feedback using feedback mechanism
- Collect participant evaluations

Workshop Follow-Up

[auto populates to show date 1 day after workshop date] =>

- Document number of attendees on project website
- Post workshop materials and feedback mechanism on project website for 14 days
- Email attendees and post on social media event walls
 - Thank them for attending, share project schedule/next steps, include link to project website/online survey, encourage sharing with their networks, follow up on any outstanding questions or comments

Feedback Follow-Up

[auto populates to show date 4 weeks after workshop date] =>

- Process public feedback received at workshop, online, from letters, from phone calls, or in person
- 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 uploaded to the project website.

 Project Manager Name

 Project Manager Signature

 Date

Before Advertisement

Meet with community institutions to determine appropriate venue, time, and special accommodations that may be necessary 6-8 weeks before you hope to hold the Open House. If an online open house is preferred by the community, select the date and time of the event jointly. Enter the date into the red box below.

Plan for Open House(s)

[auto populates to show date 6 weeks before workshop date] =>

- Develop goals, expected outcomes, and specific engagement tactics
- Set up a registration link, allow registrants to opt in for email project updates
- Secure location and/or schedule online meeting for event

Advertise Open House(s)

[auto populates to show date 4 weeks prior to workshop date] =>

- Prepare project notice/project flyer
- Post notice of meeting at the project site and meeting site
- Provide written notice by first-class mail to the DPZ registered list of subscribers
- Email flyer to Community Stakeholders
- Include notice County Executive news bulletin
- Schedule publication of notice in newspaper for 2 weeks prior to meeting
- Develop social media messaging, social media event, and schedule weekly reminders
- Secure targeted social media advertisements with ad boosting in key census tracts
- Post notice on Department website and project webpage

Prepare for Open House

[auto populates to show date 3 weeks prior to workshop date] =>

- Determine meeting materials and graphics
- Develop participant evaluation
- Develop feedback mechanism

Hold Open House

- Make sure all attendees sign-in; allow attendees to opt in for email project updates
- Have sufficient staff available to address public questions
- **If online, update registration link to allow participants to register and immediately receive the link to participate**
- Collect feedback using feedback mechanism
- Collect participant evaluations

Open House Follow-Up

[auto populates to show date 1 day after workshop date] =>

- Document number of attendees on project website (see p. 20)
- Post workshop materials and feedback mechanism on project website **for 14 days** (see p. 20)
- Email attendees and post on social media event walls (see p. 17)
 - Thank them for attending, share project schedule/next steps, include link to project website/online survey, encourage sharing with their networks, follow up on any outstanding questions or comments

Feedback Follow-Up

[auto populates to show date 4 weeks after workshop date] =>

- Process public feedback received at workshop, online, from letters, from phone calls, or in person
- 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 uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

CAPITAL PROJECT CONSTRUCTION

Status Updates

Enter the date construction is scheduled to start in the red box below.

After Design is Finalized

[enter date]

- Contact community stakeholders via project email list, social media, and project website
 - Thank them for their time and feedback
 - Share final design
 - Share tentative construction schedule
 - Commit to notifying community if project is delayed

Before Construction

[auto populates to show date 1 month prior to workshop date] =>

- Work with Office of Public Information to prepare press release one month before construction start
 - 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 media, and project website
- Post signage on site describing project, schedule, and community benefits

During Construction

[enter date]

- Distribute monthly updates to community stakeholders via email, social media, and project website
 - Include photographs of progress
 - Include project contact
 - Include whether project is moving according to schedule

After Construction

[enter date]

- Work with Office of Public Information to plan ribbon cutting event (dependent on size of project)
- Invite community stakeholders to event via email, project website, and social media
- 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 uploaded to the project website.

 Project Manager Name

 Project Manager Signature

 Date

Minor Capital Project Checklists

CAPITAL PROJECT PRIORITIZATION

Annual Open House Checklist

Enter the Open House date in the red box below. Dates will automatically populate in black boxes.

Plan for Open House

[auto populates to show date 3 months before workshop date] =>

- 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 updates
- Secure location and/or schedule online meeting for Open House
- Develop communications plan with the Office of Public Information

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Develop and Distribute Marketing

[auto populates to show date 2 months before workshop date] =>

- 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 distribute to constituents
- Distribute flyer to Complete Streets Stakeholder List and ask them to share with their networks via social media, email, newsletters and at events
- Follow up with (call/text, email) county agencies and Complete Streets stakeholders to provide information about the open house and invite them to participate

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Advertise & Prepare for Open House

[auto populates to show date 1 month before workshop date] =>

- Schedule full-page ad in Howard County Times and Columbia Flyer 2 weeks before meeting
- Place announcement on public access cable channels
- Include in County Executive news bulletin
- Promote social media event, schedule weekly reminders 3 weeks out, daily reminders the week leading up to the event
- Secure targeted social media advertisements with ad boosting in key census tracts based on VPI data
- Email reminder to community institutions and organizations emphasizing the importance their feedback and sharing with their networks
- Develop participant evaluation
- Develop feedback mechanism

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Hold Open House

[enter date]

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions
- **If online, update registration link to allow participants to register and immediately receive the link to participate**
- Collect feedback using feedback mechanism
- Collect participant evaluations

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Open House Follow-Up

[auto populates to show date 1 week after workshop date] =>

- Document number of attendees on Complete Streets website
- Post Open House materials and feedback mechanism on Complete Streets website for 1 month
- 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 sharing with their networks
 - Follow up on any outstanding questions or comments received from attendees

A signature certifies that this process was completed on the date shown below and uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

CAPITAL PROJECT FUNDING

Planning Commission & County Council

Budget Season Preparation (timing?)

- Develop overview of submitted transportation capital projects; include description of project, project origination (Master Plan, public complaint, etc.), and 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 Complete Street email list, via social media, and post on Complete Streets website

County Executive's 1st Residents Budget Hearing (December)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

Planning Board Meeting (February)

The Planning Board typically meets the first and third Thursday of each month beginning at 7:00 pm in the Bancker Room of the George Howard Building (3430 Court House Drive, Ellicott City, MD 21043). Alternative dates may be scheduled at the discretion of the Board. Meeting agendas and all supplemental materials are posted to the Planning Board website two (2) weeks in advance of the meeting date.

- Notify Complete Streets email list, social media followers, and post on Complete Streets website when Planning Board meeting 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 meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting
- After meeting, distribute Planning Board ranking of new projects and recommendations for County Executive to Complete Streets email list, via social media, and post on Complete Streets website

County Executive's 2nd Resident's Budget Hearing (March)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

County Council Public Hearings (April/May)

- Send reminder to Complete Streets email list and social media followers 2 weeks before meeting
- Send reminder to Complete Streets email list and social media followers 1 week before meeting
- Send reminder to Complete Streets email list and social media followers 1 day before meeting

County Council Approves Capital Budget (June)

- Distribute notice of approval and copy of budget to Complete Streets email list, via social media, and post on Complete Streets website
- Include description of project, project origination (Master Plan, public complaint, etc.), and overview of public feedback received to date for projects included in Budget

A signature certifies that this process was completed on the date shown below and uploaded to the Complete Streets website.

Project Manager Name

Project Manager Signature

Date

The purpose of the Community Meeting 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. Supplemental info

Before Meeting

Reach out to local Village Board, Homeowner Association, or community organization 6-8 weeks in advance to request time to present during their regularly scheduled meeting. Ask how they distribute information in advance of the meeting, and what type of materials would help them raise awareness about the proposed project.

Advertise Meeting

[auto populates to show date 4 weeks prior to meeting date] =>

- Develop project flyer
- Post notice of meeting and flyer at the project site and meeting site
- Email flyer to Community Stakeholders
- Post notice on Department website and project webpage

Prepare for Meeting

[auto populates to show date 2 weeks prior to meeting date] =>

- Develop meeting materials and graphics
- Develop feedback mechanism

Present at Meeting

- Encourage attendees to sign up for email project updates
- Have sufficient staff available to address public questions
- Collect feedback by taking meeting notes and using feedback mechanism

Meeting Follow-Up

[auto populates to show date 1 day after workshop date] =>

- Post workshop materials and feedback mechanism on project website for 14 days
- Email attendees
 - Thank them for attending
 - Share project schedule/next steps
 - Include link to project website/online survey and encourage sharing with their networks
 - Follow up on any outstanding questions or comments received from meeting attendees

Feedback Follow-Up

[auto populates to show date 4 weeks after workshop date] =>

- Process public feedback received at meeting, survey (if applicable), from letters, and from phone calls
- Publish feedback received on project website
- 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 uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

CAPITAL PROJECT CONSTRUCTION

Status Updates

Enter the date construction is scheduled to start in the red box below.

After Design is Finalized

[enter date]

- Contact community stakeholders via project email list, social media, and project website
 - Thank them for their time and feedback
 - Share final design
 - Share tentative construction schedule
 - Commit to notifying community if project is delayed

Before Construction

[auto populates to show date 1 month prior to workshop date] =>

- Work with Office of Public Information to prepare press release one month before construction start
 - 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 media, and project website
- Post signage on site describing project, schedule, and community benefits

During Construction

[enter date]

- Distribute monthly updates to community stakeholders via email, social media, and project website
 - Include photographs of progress
 - Include project contact
 - Include whether project is moving according to schedule

After Construction

[enter date]

- Work with Office of Public Information to plan ribbon cutting event (dependent on size of project)
- Invite community stakeholders to event via email, project website, and social media
- 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 uploaded to the project website.

Project Manager Name

Project Manager Signature

Date

Developer Project Checklists

The purpose of the first Multimodal Transportation Board (MTB) meeting is to provide a forum for Board Members and the public to review private development concept designs, ask questions, and provide feedback to the developer on multimodal connectivity.

Multimodal Transportation Board Meeting Preparation [auto populates to show date 1 month prior to meeting date] =>

- Develop brief description of project, overview of existing adjacent multimodal facilities, and overview of planned 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 post on Complete Streets website when 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 week before meeting
- Send reminder to Complete Streets and Community Stakeholders email lists 1 day before meeting

Hold Multimodal Transportation Board Meeting

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions and maintain focus on MTB purview

Multimodal Transportation Board Meeting Follow-Up [auto populates to show date 1 day after meeting date] =>

- After meeting, distribute MTB notes on all developer projects to Complete Streets and Community Stakeholder and post on Complete Streets website, note next steps in review process (if applicable)

A signature certifies that this process was completed on the date shown below and uploaded to the Complete Streets website.

Project Manager Name

Project Manager Signature

Date

The purpose of the Planning Board meeting is to provide a forum for the public to review submitted private development plans, ask questions, and provide feedback to the County on multimodal connectivity.

Planning Board Preparation

[auto populates to show date 1 month prior to meeting date] =>

- Notify Complete Streets email list and Community Stakeholder email list and post on Complete Streets website when Planning Board meeting materials are available for public review
 - Link to agenda and technical staff 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 week before meeting
- Send reminder to Complete Streets and Community Stakeholders email lists 1 day before meeting

Hold Planning Board Meeting

[enter date]

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions and maintain focus on MTB purview

Multimodal Transportation Board Meeting Follow-Up

[auto populates to show date 1 day after meeting date] =>

- After meeting, distribute PB notes on all developer projects to Complete Streets and Community Stakeholder email lists and post on Complete Streets website, note next steps in review process (if applicable)

A signature certifies that this process was completed on the date shown below and uploaded to the Complete Streets website.

Project Manager Name

Project Manager Signature

Date

The purpose of the second Multimodal Transportation Board (MTB) meeting is to provide a forum for Board Members and the public to review submitted private development plans and provide feedback to the County on multimodal connectivity.

Multimodal Transportation Board Meeting Preparation [auto populates to show date 1 month prior to meeting date] =>

- Refine and expand description of project, provide overview of existing adjacent multimodal facilities, and overview of planned multimodal facilities included in *WalkHoward* and *BikeHoward*
- Notify Complete Streets email list and Community Stakeholder email list and post on Complete Streets website when 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 week before meeting
- Send reminder to Complete Streets and Community Stakeholders email lists 1 day before meeting

Hold Multimodal Transportation Board Meeting

- Make sure all attendees sign in; allow attendees to opt in for Complete Street updates
- Have sufficient staff available to address public questions and maintain focus on MTB purview

Multimodal Transportation Board Meeting Follow-Up [auto populates to show date 1 day after meeting date] =>

- After meeting, distribute MTB notes on all developer projects to Complete Streets and Community Stakeholder and post on Complete Streets website
- Notify Complete Streets and Community Stakeholder email list and post on Complete Streets website when the 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 uploaded to the Complete Streets website.

Project Manager Name

Project Manager Signature

Date

Outreach Checklist for Complete Streets *Community Engagement Plan* Workshop

Pre-work

- ✓ Develop Howard County Complete Streets **graphics** and flyer to accompany publicity and to be used on presentation materials with the assistance of Howard County PIO
- ✓ Select date in consideration of Federal, Howard County, HCPSS, and cultural events
- Be prepared to publicize the meeting 30 days prior; include notifications, updates, and reminders (mostly through social media) including the week of the event
- Increase visibility and content of **Complete Streets website**; add form for public comments
- Be prepared to obtain **translation** services if needed for publicity or for the event
- ✓ Refer to latest version of Complete Streets **Community Engagement Plan** for most current guidance

Publicity

Publicize as following:

- Ask recipients to share the information with their membership and contacts
- Communicate why CEP matters; who it's for; what the virtual event will include; how to register; project website; opportunity for public to provide feedback until October 2; if miss meeting, where video will be made available

Websites

- Howard County Office of Transportation website under Complete Streets
- Howard County Office of Transportation website under meeting announcements
- Howard County Office of Transportation *BikeHoward* website under Events
- Howard County Office of Transportation Go Howard under Special Projects and Events

Social Media

- Posts on the Office of Transportation Facebook page
- Tweets via the Office of Transportation Twitter account

Email related – Community-wide

- Press Release through County Executive's Office
- The Ball Bulletin
- Notification to County Council members

Email to Howard County government contacts and listservs

- Constant Contact lists for *BikeHoward* and OoT
- DPZ's HOA lists, their Planning Forum lists, project listservs, etc., Lisa Brightwell
- DPW's project listservs, etc.
- Housing and Community Development, Kelly Cimino
- Howard County advisory boards, including Planning Board, BAG, MTB, TPAG, CSIT, etc.
- Email notification to transportation advocacy groups, including Bicycle Advocates of Howard County, Howard County Striders, Girls on the Run

Posters

- RTA buses, Sue Poole
- Neighbor Ride (or email), Bruce Fulton

Email, etc. to targeted groups

- ADA** - Howard County Office of ADA Coordination (under Jackie Scott)
- Aging** - Howard County Office of Aging and Independence (under Jackie Scott)
- Business related**
 - Howard County Economic Development Authority
 - Howard County Office of Workforce Development, Fran Trout, Administrator

Dated: August 31, 2020

- Howard County Chamber of Commerce, <https://www.howardchamber.com/>
- Rotary Clubs – links to all found here - <https://ellicottcityrotary.com/links/howard-county-clubs/>
 - Columbia Rotary Club
 - Columbia Patuxent Rotary Club
 - Columbia Town Center Rotary Club
 - Elkridge Rotary Club
 - Ellicott City Sunrise Rotary Club
 - Howard West Rotary Club

Community groups via

- Jackie Scott, Howard County Department of Community Resources and Services.
- Yolanda Sonnier (or Cheryl Brower), Office of Human Rights and Equity
- Bitia Dayhoff, Community Action Council
- Stephen Liggitt-Cree, MD Department of Social Services for Howard County
- Howard County Library Services, Katie DiSalvo-Thronson

Cultural groups (Ask Office of Human Rights and Equity if they cover these, and probably many more), including:

- Chinese American Parent Association of Howard County - <https://www.capa-hc.org/membership-info>
- FIRN - firnonline.org
- Indian
 - Indian Cultural Association of Howard County - <https://www.indianculturalassociation.org/>
 - Indian Organization of Howard County - <http://www.ionhoco.org/>
- Korean American Community Association of Howard County - <https://kacahi.us/>
- NAACP - <http://howardcountynaacp.com/>, Willie Flowers

Education based

- HCPSS, David Ramsey, Director of Transportation
- Howard Community College

Geographic based

- Columbia Association
- Columbia Village Centers
- Downtown Columbia (DTC) Partnership, Philip Dodge
- Howard County Housing Commission

Nonprofits

- Horizon Foundation, Jennifer White
- Association of Community Services, Joan Driessen

Religious groups, Places of worship via Howard County Clergy Alliance, path.iaf.communications@gmail.com

After the Meeting

- Post presentation (same or remake), CEP, list of FAQs, summary of public comments made at the meeting, and comment period to Complete Streets site and communicate through same channels above. Materials (or summary) should be available in different languages
- Form should be available on Complete Streets website for public to submit comments easily



Date: August 13, 2020

Date of Meeting: August 5, 2020
Meeting Location: Video conference

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

Meeting Description: Complete Streets Implementation Team Meeting #8

Participants:

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
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
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
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) information on the draft Community Engagement Plan (CEP), information on the project prioritization process, the status of Design Manual revisions, and a brief update on the final draft of the sidewalk policy.

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 July 1 meeting in advance. Christiana Rigby made a motion to approve the minutes and Paul Walsky seconded the motion. David Nitkin abstained and the rest of the CSIT members unanimously approved the minutes.

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

Community Engagement Plan

Leah provided an update on the status of the CEP. She noted that in response to feedback received from members of the CSIT, the revised document includes additional content on equity and inclusion, and guidance on how to identify project stakeholders. It also includes guidance on how a project manager can determine whether a project is major or minor as well as checklists for every phase of capital projects and developer projects.

Leah noted that equity is now included as the central guiding principle for the plan, and showed an infographic depicting the difference between equality and equity. A new graphic has been developed to aid project managers in identifying a complete list of project stakeholders by highlighting four stakeholder groups: demographic relevance, geographic relevance, issue experience, and direct engagement.

Leah went on to show the major and minor capital project flowcharts and noted that the two flow charts may be combined since the steps for project identification, prioritization, funding, and construction were shared by both processes.

Kris Jagarapu noted that resurfacing projects are not intended to be part of the prioritization process since they are evaluated and repaved based on the condition of the pavement. He asked that resurfacing projects be considered minor capital projects. Christiana Rigby asked for clarification on how outreach works currently for the repaving process. Kris responded that that all roadways that go through the resurfacing program are shared with the Office of Transportation (OOT) and traffic engineering. Those roads are reviewed to see if there are any planned bike facilities, and whether it is possible to incorporate pavement markings. OOT leads community outreach, and the process has worked well so far.

Chris E. noted that OOT will host a community meeting for road resurfacing, but Kris is correct that the prioritization for road resurfacing would not have to go through public review during the open house project. Christiana confirmed that is because the road resurfacing schedule is based on a condition assessment. Kris noted that the only other factor that influences the repaving schedule is capitalizing on the geographic proximity of adjacent projects, such as repaving an entire neighborhood at once, or focusing on multiple projects in one part of the County. This approach saves the County significant money by minimizing mobilization costs.

Leah reviewed the major capital project process and highlighted that the previously discussed process requires an in-person workshop to be supplemented by materials and a survey online to collect additional feedback. She asked the CSIT whether they would prefer to have an in-person workshop and an online workshop, or an online workshop in place of an in-person workshop. Christiana noted her preference would be both an in-person and online workshop. She said that at the beginning of COVID-19 she was apprehensive about online testimony for County Council, but it has been very successful and expanded access. She noted the issue here is whether County Departments have the budget and staff to handle both workshop types. She noted it is particularly important to have online options for people with mobility issues.

Chris asked whether Christiana was envisioning an in-person meeting that is televised and live, an either/or scenario, or two separate meetings. Jeff noted the logistics for holding an in-person meeting that is simulcast is difficult when not using a dedicated setup like in the Banneker Room, as equipment must be purchased or rented, but conducting the meetings separately is straightforward.

Jennifer White noted during a simulcast meetings it can be difficult to make sure the online community is engaged and can participate fully. She expressed a preference for doing a separate in-person and online workshop. She noted that having the fully online option encourages more members of the public to participate, which has been proven to be successful by outreach conducted during COVID-19.

Kris noted that out of respect for staff's time they may want to have one or the other, not both as a requirement. Currently they try to hold public meetings after business hours, and DPW is not equipped to hold both due to staffing levels. Tom Butler agreed that DPW is being asked to do more with less, and that it is important that they manage expectations. He agreed that one public meeting is all that is viable at this time, unless the County is going to have a revenue windfall.

Christiana noted that current restrictions on in-person meetings offer the County the opportunity to get comfortable with the online meeting option. She acknowledged the possibility that it may be impossible to have large groups in person for the foreseeable future. She noted that one way to avoid pressures on staff time is scheduling the online meeting during business hours, but acknowledged there are budgetary factors regardless. She observed that people have become more comfortable interacting and engaging during online meetings over time, and that there is a different group of people engaged.

Jeff asked the group whether something held during business hours alleviates some of the concern about staff resources. He also noted that the online meeting could be recorded and posted to the County website or YouTube so that people could participate at their convenience.

Christiana asked whether staffing and budgetary constraints are too high to overcome, noting it takes a lot of training to do online workshops well.

Chris commented that maintaining good and helpful websites is also a way to promote engagement. If a project website has all the information about a project, shows plans and alternatives, offers a recording of online meetings, and offers a feedback mechanism, then the website itself should fit the bill for a virtual engagement option. He noted the only missing piece was having the ability to have live discussion with project representatives.

Sam Sidh said whether in-person or online, it would be good to record the meeting to post and accept feedback for several weeks.

Christiana shared that County Council uses Constant Contact to allow people to text and receive project updates, which may be a good way to collect contact information from people who are interested and provide them with updates to keep them engaged throughout the process.

Leah asked whether planning money can be assigned to OOT for the scoping phase of the process. Bruce Gardner affirmed that is best practice, and that an additional funding category may be needed. OOT will review the draft to see how it may be incorporated. He observed that MTB notifications for project specific stakeholders will depend on resource availability.

Leah reviewed next steps, noting that edits from the CEP are requested by 8/19, and that the public review process is to be determined, but will happen in September.

Project Prioritization

Jeff provided an update on the status of the project prioritization process. A kickoff meeting was held on June 19, followed by small group interviews from July 13-31 with the Administration, Budget Office, Department of Planning and Zoning (DPZ), Department of Public Works (DPW), Department of Recreation and Parks, and OOT. The goal of the meetings was to better understand the County's current capital budget development process to determine how to introduce prioritization in a way that effectively advances Complete Streets while avoiding unnecessary disruptions to the existing process. Jeff noted that the questions presented to the CSIT at their July meeting were used during the interviews, with the addition of a question about how measures like access, safety, or equity play a role in prioritization in consideration of Jennifer White's feedback.

Jeff described some key findings from the interviews, which included that limited capital budget is the biggest factor effecting the delivery of projects. The interviews gave a lot of insight into the existing process, but also provided interviewees the opportunity to think about the process. Kris noted that some types of projects, like repaving, already follow a quantitative process.

Jeff agreed, and noted generally projects begin at the staff level and then move through Department heads to the County Executive to be presented as a proposed budget. There are opportunities for the public to weigh in at several points during the process. During interviews, multiple staff commented it is important to retain the ability to use professional judgement and not rely solely on a quantitative process, but that guidance and criteria for selecting priority projects would allow staff to more effectively defend their decisions with internal and external stakeholders. He noted that projects will likely not be assigned numerical scores, but instead placed in low, medium, or high priority tiers for further consideration as funds become available. Jeff noted the process is not complete and thanked those who participated in the interview process so far.

Kris said it may be challenging to select between similarly ranked projects that address different needs. He provided the example of a sidewalk project and a traffic signal project, which would each have specific needs, demands, and priorities. He noted that maintaining professional judgement on where funds should be allocated will help the County make a good decision.

Bruce said that he was not envisioning getting to a point where projects are ranked by numerical ratings and acknowledged there are many high priority things the County is not able to fund. He noted that some things will be prioritized as eligible for funding as it becomes available. He also noted that the County will have to consider some factors that may not be quantifiable.

Jeff noted that some prioritization criteria have to be considered due to the Complete Streets policy, such as geographic location associated with the Vulnerable Population Index (VPI), and that all modes are addressed. Feedback so far has provided ideas on how to incorporate the ability to respond to needs in a flexible way.

Bruce responded that there is still general concern among County departments that system preservation needs are not being met, and if the County is falling short in those areas, how can enhancement be prioritized? It is important to clarify which parts of the capital program the prioritization process applies to, as there may be critical system preservation needs such as repaving.

Jeff replied that "fix it first" is a challenge, as ribbon-cuttings are better suited to new projects than to maintenance projects. Christiana replied that it is important for government to acknowledge all investments in the transportation system.

Jeff provided the CSIT with an updated schedule, noting that an initial draft prioritization process will be developed during the coming weeks. The initial draft will be presented to the core team by the August 25 meeting, and adjustments will be made as necessary before presenting it to the CSIT on September 2. The core team will approve the process at the September 16 meeting, and approved by the CSIT during their October 7 meeting, with delivery to Council in October.

Design Manual

Jeff provided a summary of updates to the Design Manual. He noted that Chapter 1: Introduction and General Information and Chapter 4: APFO were reviewed at the July CSIT meeting, and that today's meeting would focus on Chapter 2: Road and Street Design, Chapter 3: Bridge and Structure Design, and Chapter 5: Multimodal Transportation Studies and Traffic Engineering Design.

Jeff noted that bridges remain in place longer than any other element of the transportation system and need to be addressed, but Chapter 3 will not require as many edits. Larry asked whether revisions would address bridge width, so that they can handle multimodal traffic. Jeff responded that the overall structure of the chapter can remain in place, and edits will address details like width to accommodate all modes.

Jeff explained that Chapter 2 will be reorganized in 8 sections and went on to provide more detail about sections 2.1 General, 2.2 Typical Sections, 2.4 Intersection Design, 2.6 Parking, and 2.8 Detailed Design Elements. Section 2.1 deals with the design controls that are used at the start of the project, such as design speed, design vehicle, and curb radii. Chapter 2 will also reference maintaining traffic for all modes, which will be discussed in detail in Chapter 5.

Jeff then described section 2.2 Typical Sections. There will be a substantially modified section on sidewalks and the addition of shared use pathways. He noted that a lot of the work that OOT is advancing is not currently addressed in the Design Manual. *BikeHoward* includes a lot of information on bicycle facilities, and some of that will be brought over into the Design Manual. This section will also include information about traffic calming and speed management as well as non-transportation needs like street trees, utilities, and stormwater management, all of which make a big difference in terms of establishing a street section.

Jeff moved on to section 2.4 Intersection Design, which will include a revised geometric design section, a revised and potentially expanded section on roundabouts, some new sections related to curb ramps and crosswalks, bicycle facilities at intersections, transit facilities at intersections, and alternative intersection types. Alternative intersection types have been advanced by the Federal Highway Administration to provide intersection treatments that work better for all modes of travel. For example, high crash left turns could be replaced with a right turn followed by a U-turn, which is a safer movement that can be designed to work well for walkers and bikers. Larry expressed interest in reading more information about alternative intersection types.

Jeff provided a brief overview of section 2.6 Parking, which would be reorganized with separate sections for on- and off-street parking. He noted that this section covers design, but not whether parking is required. Section 2.8 Detailed Design Elements will be reorganized to include specific design elements that do not fit well into other sections, such as how mailboxes and trash cans are handled. These elements generally have little to do with the Complete Streets policy.

Chris noted that OOT has a short guidance document on bicycle parking that they provide to commercial developers that includes information about the type of rack to provide, spacing, and location. OOT will provide the guidance document for inclusion in the Design Manual updates.

Jeff explained that Chapter 5 includes both traffic studies and the design of traffic control devices. Section 5.2 Transportation Studies will be reordered with additional focus on multimodal studies. Methodologies for Pedestrian Level of Service (PLOS) and Bicycle Level of Service (BLOS) have changed since the Design Manual was written, while traffic studies for cars have remained relatively unchanged. Since more emphasis will be placed on walking and biking, PLOS and BLOS will be expanded upon. Section 5.3 Signing and Pavement Markings will be reorganized and Complete Streets principles will be incorporated.

Larry commented that traffic studies currently focus on traffic at the intersections and level of service for motor vehicles. He noted his goal is for traffic studies to include the impact of increased traffic on people who walk and people who bike, especially when a development increases motor vehicle traffic. Jeff replied that subdivision and land use regulations and APFO specify the types of improvements that are required to mitigate development traffic

impacts, but this section of the Design Manual specifies how these studies are done. While related, they are two different issues. Requiring a developer to provide additional bicycle and pedestrian studies is in the subdivision regulations. Larry replied when developers are required to do a study, they are not required to consider bicycle and pedestrian traffic and safety. Although OOT reviews new developments, they can only enforce what is required in the Design Manual. Chris replied with an example, saying if a developer has to do a study on bicycle Level of Traffic Stress (LTS) it could document whether their project would cause a decrease from LTS 2 to LTS 3. The question is whether the developer could be required to mitigate that and maintain LTS 2. Larry noted, ideally, we could ask the developer to create an LTS 1 facility. Larry noted this may not be possible but would like it to be studied.

Kris noted that there is room for improvement, but that the County currently regularly requires improvements that improve conditions for all modes of travel. He noted that a minor subdivision may not result in frontage improvements, but if it is major the County may request the developer supply bicycle and pedestrian amenities and cited redevelopment in Downtown Columbia as an example. He noted improvements reflect what is in the Design Manual now; they include mid-block crosswalks and new sidewalks.

Larry responded that in 35 years of bicycling around the County it is “death by a million cuts,” as each development adds a little traffic, resulting in a road that used to be a bike route becoming almost not rideable. He noted the Design Manual section on studies does not talk about the width of a roadway to access a development or require that roadway be accessible to all modes. Downtown Columbia has specific requirements.

Kris acknowledged Larry’s experience but observed that there are challenges to some requirements. In some places there is additional right of way, but in other areas improvements would require working with an adjacent property owner. He cited a potential sidewalk on the west side of Cedar Lane, where the property owner initially refused, that finally advanced many years later when County got an easement before the property changed hands.

Larry responded that he would like to see more multimodal transportation improvements required of developers, and that starts at the study phase. Tom B replied that often developers pay a fee in lieu of an improvement that the public may not be aware of which goes into a fund to make improvements via DPW capital projects.

Jeff noted that section 5.5 Mid-Block Pathway Crossing Treatments and 5.6 Maintenance of Traffic during Construction are particularly important to implementing the Complete Streets policy. Mid-block crossings are not currently addressed in the Design Manual. The County has recently created a new process based on national guidance which will be consistently applied throughout the County. Maintenance of traffic during construction will share the specifics of what is required to maintain walking and biking traffic during construction, similar to how motor vehicle traffic is maintained now.

Jeff explained that transportation studies and traffic control device design may be put into separate chapters. This would reorganize Volume III so that traffic studies, which are currently in Chapter 5, are moved up to Chapter 2 which would more closely follow the design process. As a result, current Chapters 2-5 would move back.

Jeff noted the next step is developing content to in the framework of the proposed outline, which will incorporate internal information and national best practice. Updates will be brought to the core team for review before being brought to the CSIT for comments and discussion.

In response to Larry’s question, Jeff said that the CSIT can expect to see more details in the next month or two.

Brief Updates

Chris provided a brief update on the Sidewalk Policy. There have only been minor changes made since the last draft, which include some slight revisions around the timing of notifications which was done in cooperation with OOT, DPW, and DPZ. He noted that this document was developed with the review and feedback from the CSIT, and while it may be implemented by executive action in the short term, it will eventually be included as part of the Design Manual updates which will be reviewed and adopted by County Council. He reiterated that the goal is to implement the sidewalk policy with executive action once endorsement is received from the CSIT.

Chris walked through the revisions, noting that changed text was in red. The first four scenarios do not require homeowner approval, but edits now require additional communication with adjacent property owners earlier in the process, in order to ensure adequate awareness of county activity. For scenarios 1, 2, and 4, notification goes out 5 weeks before construction begins. For scenario 3, the timing of notification is tied to the developer submission of mylar drawings. The community voting process required for scenario 5 will include both those immediately adjacent to the new sidewalk as well as those in the general area, since they are likely users of the sidewalk.

Chris shared there were two slight changes to the notes. Note 2 clarifies that sidewalk segments “requiring a disturbance to adjacent private property for its construction” will have to go through the existing easement process. Note 3 says that sidewalk segments that are “part of capital projects” are excluded from the sidewalk policy process, since capital projects will use the community engagement process for capital projects.

Chris stated that this sidewalk policy moves the County closer to a notification process than a vote process with the County is putting sidewalks on its own property and asked for consensus from the CSIT.

Chad Edmondson asked about sidewalks that connect to a side path or to another subdivision. He asked whether a developer will have to go to an adjacent subdivision to take a vote, or whether the developer has the right to go into an HOA and tell them the path is being connected. Chris responded since this policy only applies to sidewalks on County-owned property, the process that is used now would remain.

Larry asked how frequently scenario 5 would occur. Chris responded rarely. Scenario 5 reflects requests from the community that are not included in *WalkHoward*. Larry noted it was not clear how scenario 5 would play out if the community vote did not support the installation of a sidewalk. He asked whether the public would have any recourse that would allow them to continue to seek a sidewalk. Bruce responded that it would be a rare enough instance, and that if it is a good idea then it could be included in *WalkHoward* the next time it is updated. Larry noted submitting the project for inclusion in *WalkHoward* would lead to a more public process.

Chris noted that scenario 4 gives OOT more discretion because it speaks to connections to additional uses. Larry asked for clarification on who gets to vote in favor of a sidewalk. Chris replied that the language is deliberately flexible since every circumstance is different. The goal is to identify the immediate local community and potential regular users.

Tom B replied that the current language should work well. He compared the sidewalk policy to the water/sewer master plan which specifies projects in 5-year increments. Projects do not advance unless they are in the 5-year plan. The County has to focus on the money and projects that are in the plan, and any suggestions received would be incorporated into the next plan.

Larry asked whether it was worth adding a sentence that clarifies if a sidewalk project does not garner community support it would have to advance via another scenario. Jennifer noted that people living in communities change over time, and that it may be sufficient to allow the project to be revisited at a later date.

Christiana cited an example from Hammond Village, where older homeowners who did not want the maintenance concern of a sidewalk were gradually replaced by younger families who had concerns about pedestrian safety. Based on this example, she would be uncomfortable assigning a time criterion to the process since population change can be difficult to gauge. Chris noted the way the policy is written and intended does not stop the community from trying again, and they could come back and initiate a new poll.

Kris noted that the voting process currently is not administered by County staff. The community is asked to provide a point of contact who takes the list and goes door to door to get support. A similar process is required for traffic calming. The process may fail due to lack of votes, but sometimes the traffic action committee comes back and tells the County they are going to try again in a few years. The County remains neutral. If the vote is close to 2/3 of residents in support of a project, the County will work with the community to make the project happen.

Larry suggested amending the process for scenario 5 to read "Property owner approval by the following process is required." The policy was endorsed by the CSIT with the amendment, with Larry making the motion and Christiana seconding.

Kris asked whether there would be a community engagement process for the sidewalk policy. Bruce replied that OOT will work with the County Executive and his communications team to handle community engagement.

Christiana asked for clarification that the sidewalk policy was merely an internal policy change that would not have to go to County Council and Bruce confirmed.

Larry made a motion to approve the sidewalk policy as amended and Christiana seconded the motion. The CSIT members unanimously approved the amended sidewalk policy.

Next Steps

Jeff noted one action item from this meeting:

- CSIT to provide edits and comments on CEP to WRA by 8/19

The next CSIT meeting is scheduled for Wednesday, September 2 at 3:00 pm. Jeff noted that the same call in phone number and link will be used for all CSIT meetings.

DRAFT

Leah Kacanda, AICP