Amendment 2 to Council Bill 58-2009 (as amended)

SPONSORED BY: Calvin Ball **Legislative Day No. 2**
Mary Kay Sigaty **Date: February 1, 2010**
Jennifer Terrasa
and at the request of the County Executive

Amendment No. 22

(*This amendment establishes a Transportation Demand Management Plan in the General Plan and removes all references to the Transportation Management Association in both the Transit and Collaboration sections of the plan.*)

In the attachment, on pages 21 through 23, strike the Section entitled, "2.4 TRANSIT", in its entirety, and substitute the following:

"**2.4 TRANSIT** | *"Improve and expand transit service, reinforcing downtown as the central hub for the local bus system, adding a downtown circulator shuttle and setting the stage for the possibility of future bus rapid transit and rail mass transit." —Downtown Columbia: A Community Vision*

In order to reduce reliance on single-occupant vehicles as the predominant mode of transportation to and within Downtown Columbia, one of the key components of this Plan is to develop and implement alternative options for people to move around as well as to and from downtown. This will be one of the primary responsibilities of the Downtown Columbia Partnership.

TRANSPORTATION DEMAND MANAGEMENT PLAN (TDMP)

This Plan recommends development and implementation of a Transportation Demand Management Plan (TDMP) which may be coordinated in conjunction with the Downtown Columbia Partnership and Howard County. In addition, cooperation among General Growth Properties, Howard Community College, Howard General Hospital, Howard County, the Columbia Association, as well as other employers in Downtown Columbia is

envisioned in both the development and implementation of the TDMP.

The TDMP should include recommendations for programs aimed at increasing the use of transit, walking, bicycling and ride-sharing for both commute and non-commute trips. In developing these recommendations, the TDMP should consider both the short and long term transportation initiatives discussed in the remainder of this section. In addition, this TDMP could include such things as: (1) installation of physical facilities such as bike racks and way finding signage, information kiosks, bus stops and the new transit center; (2) services including promotion of flexible work hours, promotion of transit benefits programs, promotion of the use of ZIP cars, distribution of ridesharing and transit information, formation and maintenance of a ride matching database, development of websites, etc; and (3) parking management programs such as reserved carpool/vanpool parking, parking information systems and reduced parking ratios.

To maximize the effectiveness of the TDMP, it should be developed and implemented as early in the Downtown Columbia revitalization and redevelopment process as possible.

HIERARCHY OF SERVICES

This Plan also seeks to provide a hierarchy of new and improved transit facilities and services that would reduce auto use, improve mobility for people of all ages and physical abilities and support a more pedestrian-friendly and walkable environment. This hierarchy of services would help facilitate short, medium and long distance trips within Downtown Columbia, and connect Downtown Columbia with other parts of Columbia and Howard County, and to Washington, Baltimore and the region. These services could in the future converge at a new transit center where passengers could transfer between lines in a comfortable, attractive and interesting environment. This Plan therefore recommends that a suitable site be provided within the downtown area for a new transit center, and that the TDMP address the coordination of these various levels of service.

BICYCLE ROUTES

Bicycle Routes may be incorporated into roadways, as part of a shared pedestrian pathway system, or as dedicated bikeways. As indicated in this Plan, new downtown infrastructure and bicycle routes will be developed by GGP and other developers as a part of their infrastructure frontage improvements. See Section 4.2 for a full discussion of

bicycle improvement phasing, and Exhibit I for the proposed circulation plan.

DOWNTOWN COLUMBIA CIRCULATOR SHUTTLE BUS SERVICE

A key component of this Plan is to ensure that a circulator system serving Downtown Columbia is developed and maintained. Shuttle bus service will reduce Downtown Columbia traffic as residents, employees and visitors "park once," then walk or take the shuttle to other destinations in Downtown Columbia. Frequent and attractive shuttle service could be provided along a double loop route. This service will provide easy access to all parts of Downtown Columbia. Shuttle stops will be co-located at Howard Transit stops and at parking garages to facilitate easy transfer. The shuttle may also include a route that provides service to Howard Community College and Howard County General Hospital.

HOWARD TRANSIT IMPROVEMENTS

Future improvements by Howard County to existing Howard Transit service might include new bus routes, higher frequency of service and improved stops and service information. A new and improved centrally located transit hub could include sheltered waiting areas, transit information booth, real-time service information, adjacent cafes and convenience stores. Future enhancements may be made to the connections between Downtown Columbia and the Village Centers, Gateway, Fort Meade, and other areas outside of Downtown Columbia.

The downtown transit hub should be appropriately located within Downtown Columbia, and preferably within a five-to-ten minute walk from each of the downtown neighborhoods. The center will form a key transfer point between a range of services, including the Downtown Columbia circulator shuttle, Howard Transit lines and potential future regional bus lines.

LONG TERM REGIONAL IMPROVEMENTS

As recognized by *General Plan 2000*, transit service requires significant public sector subsidies. To achieve even modest shifts from autos to transit requires a serious commitment of capital and operating funds from local and state governments.

In this regard, Columbia is not presently a strong market for potential rapid transit

extensions due to its low density and dispersed single-land uses. However, the development recommended by this Plan and the anticipated private investment in Downtown Columbia would provide a strong incentive to the State and County to improve existing regional bus transit service and to implement new services due to the following:

- Mixed uses (providing strong passenger demand throughout the day in both directions)
- Higher density (providing many more people – jobs and residents - within walking distance)
- Integrated local transit (Howard Transit and Downtown Columbia Circulator Shuttle)
- A relocated and enhanced transit hub

By recommending additional development downtown and through the implementation of the recommended TDMP, Downtown Columbia Circulator Shuttle, improved pedestrian linkages and new transit center, this Plan supports new and improved regional transit links to Columbia, including regional bus transit (RBT)/commuter bus; bus rapid transit (BRT); light rail transit (LRT); and extension of the Metro Yellow Line. Future development in Downtown Columbia would support transit directly through the new Downtown Columbia Partnership (discussed later in this Plan) and the new transit center, new bus shelters, downtown shuttle funding and improved pedestrian and bicycle connections to Downtown Columbia and transit facilities.".

On pages 50 and 51, strike the Section entitled, "5.2 COLLABORATION", in its entirety, and substitute the following:

"**5.2 COLLABORATION** | *"Encourage a partnership in planning and implementation, realizing that many of the recommended strategies will depend on collaboration among the County, private property owners, residents, business owners and community organizations."*

—Downtown Columbia: A Community Vision

This Plan proposes the establishment of a private non-profit Downtown Columbia Partnership (DCP) organization to carry out important services and community functions

in Downtown Columbia. The mission of the Downtown Partnership will be to promote economic development in Downtown Columbia, transportation initiatives as described in Section 2.2 and in the feasibility study of the Downtown Columbia Circulator Shuttle, market and promote Downtown Columbia and its businesses, promote public safety; educate and provide security patrols; implement downtown beautification and maintenance projects, cultural arts programs, sustainability programs; and to coordinate the programming of public spaces in Downtown Columbia.

It is envisioned the Downtown Columbia Partnership would be organized as a Section 501(c) (3) nonprofit corporation. The Downtown Columbia Partnership would be managed by a Board of Directors that could be comprised of representatives of the County, General Growth Properties, the Columbia Association and other representatives of businesses and individuals living within Columbia. The Downtown Partnership would be established prior to issuance of the first building permit under this Plan.

Each owner of property developed with new commercial uses pursuant to the Downtown Revitalization Zoning Regulations shall participate as a member in the Downtown Columbia Partnership It is envisioned that the Downtown Columbia Partnership will be funded in part by an annual per-square-foot charge in an amount of twenty-five cents ($0.25) per square foot of Gross Leasable Area to the Downtown Columbia Partnership assessed on each property developed with new commercial uses pursuant to the Downtown Revitalization Zoning Regulations.

The Downtown Columbia Partnership is one suggested means of addressing many ongoing matters of importance to Downtown Columbia. A suitable alternative may be developed as the Plan progresses that will also meet the objectives identified above.”.