

## APPENDIX 4 - CHALLENGES AND OPPORTUNITIES

Item	Challenges	Opportunities
<b>Geography, Climate and Land Use</b>	<ul style="list-style-type: none"> <li>• Difficult topography makes bicycling challenging in some parts of the County.</li> <li>• Street connectivity is impacted by existing development practices in some areas of the County.</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively well connected network of pathways and trails throughout eastern parts of the County.</li> <li>• Older communities have a more interconnected street grid.</li> <li>• Temperate weather throughout the year.</li> </ul>
<b>Demographics and Employment</b>	<ul style="list-style-type: none"> <li>• Lower population and employment densities in Western areas of the County.</li> <li>• Population and employment densities in central and eastern parts of the County remain low in comparison to denser peer jurisdictions with existing bike share programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Areas in southeastern parts of the County (i.e. Downtown Columbia along Little Patuxent Parkway, Ellicott City and North Laurel) exhibit higher population and employment densities than those areas in the west.</li> <li>• Development patterns in some areas of the County (ex., Downtown Columbia and Route 1 Corridor) are expected to encourage increased density of employment and population.</li> </ul>
<b>Transportation Mode share</b>	<ul style="list-style-type: none"> <li>• High dependency on single occupancy vehicles</li> <li>• Low parking rates and availability of free on-street parking</li> <li>• Infrequent bus transit service and limited number of routes throughout the County.</li> <li>• MARC commuter rail stations are relatively far from higher density areas</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown Columbia is the central node of many of the bus services in the County, opening the opportunity for first- and last-mile connections to and from this location.</li> <li>• County residents without access to a vehicle, represent an important demographic for bike share implementation, as it could help serve as a convenient and flexible complement to existing public transit services.</li> </ul>
<b>Bicycle Infrastructure</b>	<ul style="list-style-type: none"> <li>• Existing major highways act as barriers to connectivity.</li> <li>• Incomplete way-finding and signage program.</li> <li>• Street design encourages high speed of motorists.</li> <li>• Difficult connectivity to key destinations around Downtown Columbia.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited but ever increasing bicycle friendly facilities network.</li> <li>• Existing and approved active transportation plans calling for the expansion of bicycle and pedestrian facilities throughout the County.</li> </ul>
<b>Tourism</b>	<ul style="list-style-type: none"> <li>• Reaching the visitor population may require targeted marketing via strategic partnerships with local groups and tourist destinations.</li> </ul>	<ul style="list-style-type: none"> <li>• Existing significant destinations and events that attract a steady number of tourists who may be potential users of a bike share program.</li> <li>• Well-organized Tourism and Promotions office which may provide some in-kind marketing and promotion services</li> <li>• Existing trail and pathway network provides a strong recreational opportunity for visitors.</li> <li>• Existing regional destinations in the vicinity of Downtown Columbia (ex., Columbia Mall, Merriweather Post Pavilion, Howard Community College)</li> </ul>
<b>Local and Regional Plans and Policies</b>	<ul style="list-style-type: none"> <li>• Current zoning ordinances do not allow for bike share station installation.</li> <li>• Existing signage ordinances may do not allow for the use of advertising, sponsorship.</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive transportation plans aim to achieve multi-modal and active transportation goals, which will benefit implementation of a bike share system</li> <li>• State and local plans address a need to improve the bicycle network</li> <li>• Howard County recommends further expansion of its ride share and transportation demand management programs, which can include a bike share element</li> </ul>
<b>Public Input and Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Public remains skeptic about implementation of bike share program in a suburban setting</li> <li>• Public recognized that as driving is the most convenient way to get around in Howard County, there is less incentive to adopt bike share as a means of travel</li> <li>• Public Stakeholders recognized the existing cycling infrastructure is incomplete and not connected.</li> <li>• Public stakeholders agreed that bike share faces regulatory hurdles to implementation in Howard County in the form of its existing Zoning Code.</li> </ul>	<ul style="list-style-type: none"> <li>• Strong interest in remaining an active and healthy community.</li> <li>• Strong interest in implementing a system that supports recreational activities</li> <li>• Strong support for using bike share as a catalyst for increased bicycle friendly infrastructure.</li> <li>• Strong interest in increasing mobility options and access to various areas of the County for residents.</li> <li>• Support for bike share as a way to attract a well-educated, mobile, and highly-competitive workforce.</li> </ul>