



# Proposed Strategies for Meeting White Flint Sector Plan Transportation Goals

Community Meeting

October 19, 2015

Prepared by:



In Association with:



# Presentation Agenda

1 Study Purpose, Approach and Key Findings

2 Potential TDM Options

3 Implementation

4 Next Steps





# 1 Study Purpose, Approach and Key Findings



# What is TDM?

The application of strategies and policies to reduce travel demand

- Focuses on reducing single-occupancy vehicle trips during peak travel periods (AM and PM rush)
- Encourages the use of other transportation options:
  - Transit
  - Carpool/vanpool
  - Biking/walking
  - Telecommuting
- Establishes goals and monitors/enforces compliance

# Study Purpose

## Establish Transportation Demand Management (TDM) strategies to achieve White Flint Sector Plan goals:

- 50% Non-Auto Driver Mode Share for **employees** (NADMS-E) working in the Sector Plan Area
- 51% Non-Auto Driver Mode Share for employed **residents** (NADMS-R) living in the Sector Plan Area

## Identify phased implementation strategies to achieve interim Sector Plan goals:

- 34% at end of Phase 1
- 42% at end of Phase 2
- 50% ultimately





# Study Approach

1. Evaluate effect of various TDM strategies using research-based data and modeling
2. Identify alternative TDM packages that would reach goal of 50%
3. Assess feasibility and cost-effectiveness of alternative TDM packages, develop recommendations
4. Develop implementation, monitoring, and enforcement plan



# Key Findings

	Current	Goal
Employees (NADMS-E)	30%	50%
Residents (NADMS-R)	50%	51%

## Primary challenge is addressing employees

- Gap between existing and goal is 20%
- Ample free parking
- Transit services oriented to DC urban core

Increased land use density and diversity is part of the solution

There is no silver bullet – a full suite of TDM strategies required

The most effective strategies are those that increase cost of drive-alone commuting

# 2 Potential TDM Options





# Policy Options

**Parking Policies:** Minimum daily fees, parking cash-out programs, parking maximums, unbundled parking, etc.

**Transit Subsidies:** Vouchers for the purchase of transit passes.

**Compressed Day Off (CDO):** Employees work longer shifts and take an additional day off weekly or biweekly.

**Telework:** Employees work offsite or at home.

**Enhanced Monitoring and Enforcement:** Monitor site-specific goals, develop rewards and/or penalties to encourage attainment of goals.

# Facility Options

**Bikeshare:** Bicycles available for short-term rentals (can replace motor vehicle for some short trips).

## Improve transportation infrastructure:

### Regional projects including:

- Corridor Cities Transitway
- Purple Line
- I-270 Express Lanes

### Additional master planned facilities:

- Second Metrorail station entrance
- MARC station
- Bus Rapid Transit (BRT)

# Service Options

**Improve bus services in North Bethesda:** Increase frequency

**TDM Education and Information:** Hire additional Transportation Management District (TMD) staff, increase outreach to residents and employers.

**Circulator Shuttle:** Provide “last-mile” connection between residences/offices/retail and transit (Metro, MARC, bus).

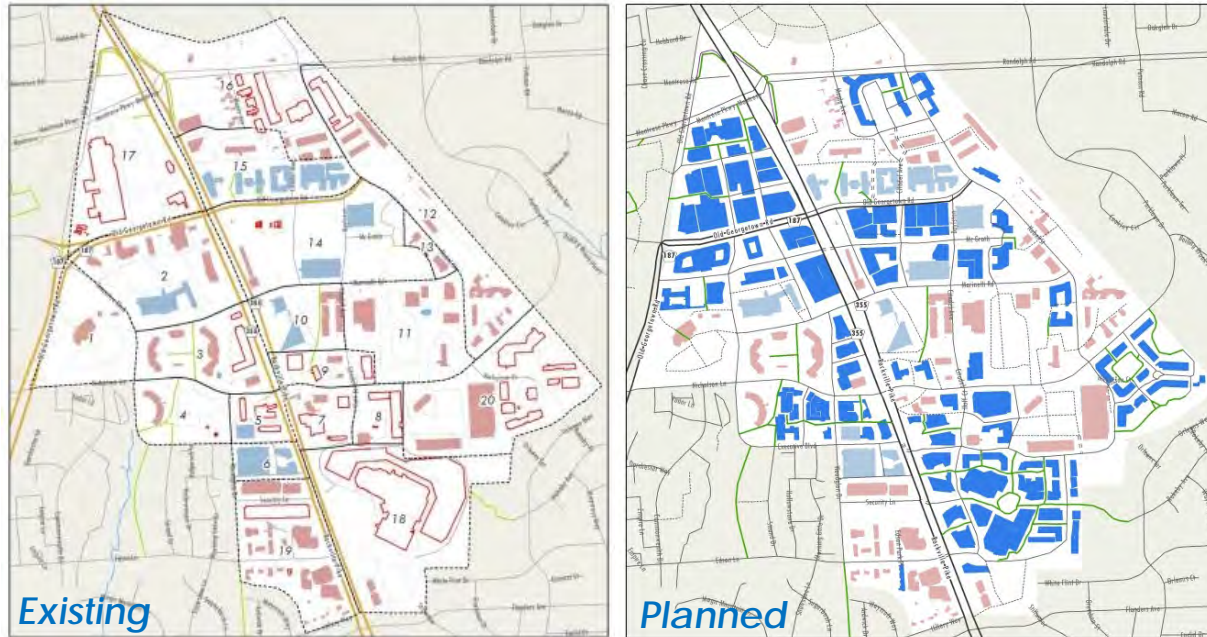
**Private Shuttles:** Connect major employers with transit services (fill in gaps of circulator shuttle).



# 3 Implementation



# White Flint in 2040



- White Flint development will help promote walking/biking trips by breaking up large blocks through redevelopment of parking lots and other spaces
- TDM strategies will benefit both existing and new residents and workers

# Implementation Plan Summary

## Now (< 10 Years)

- Implement low-cost, market-ready strategies.
- Make policy changes needed for monitoring and enforcement.
- Ensure all developments adopt TDM-supportive measures.

## Later (> 10 Years)

- Evaluate current development levels and refine forecasts biennially.
- Adjust TDM measures.
- Implement infrastructure/service changes for higher-intensity, higher-cost TDM strategies.
- Identify timing for key projects (Metrorail second entrance, MARC station, etc.).



# TDM Policy Options

TDM Strategies	Low-Level Implementation (<10 Years)	High-Level Implementation (>10 Years)	Life-Cycle Cost	Benefit	Activity
Transit Subsidies	Provide subsidies at maximum-allowable federal levels. (1 – 3 Years)	\$300/month	Med-High	High	Provide support/information for transit subsidies.
Compressed Day Off (CDO)/ Telework	Encourage employers to offer CDO/ Telework options (1 – 3 Years)	15% of employees participate in CDO/Telework	Low	Medium	Provide support/information for CDO/Telework.
Parking policies and charges for employees	Minimum of \$4/day (1 – 3 Years)	Minimum of \$7.50/day	Low	High	Unbundle parking, parking cash-out program, implement daily minimum parking fees, parking maximums and monitor daily parking utilization, etc.

- Benefit: High = >700 Daily Commuters, Medium = 350 – 700 Daily Commuters, Low = <350 Daily Commuters
- Life Cycle Cost: Low = <\$3 million; Medium = \$3 – 6 million; High = >\$6 million (annualized capital and operating cost)

# TDM Facility Options

TDM Strategies	Low-Level Implementation (<10 Years)	High-Level Implementation (>10 Years)	Life-Cycle Cost	Benefit	Activity
Bikeshare	At least 10 bikeshare stations (1 – 5 Years)	At least 20 bikeshare stations	Low	Low	Provide space and funding for bikeshare stations. Support system with sponsorships, corporate memberships, etc.
Facility and Service Enhancements	Increase transit system frequency, implement BRT on MD 355 (5 – 10 Years)	Regional CLRP Projects, Second Metrorail Station Entrance, MARC Station	High	Medium*	Identify potential funding sources, complete studies and design.

- **Benefit: High** = >700 Daily Commuters, **Medium** = 350 – 700 Daily Commuters, **Low** = <350 Daily Commuters
- **Life Cycle Cost: Low** = <\$3 million; **Medium** = \$3 – 6 million; **High** = >\$6 million (annualized capital and operating cost)

\* Transit enhancements will also provide benefits to areas outside of White Flint.

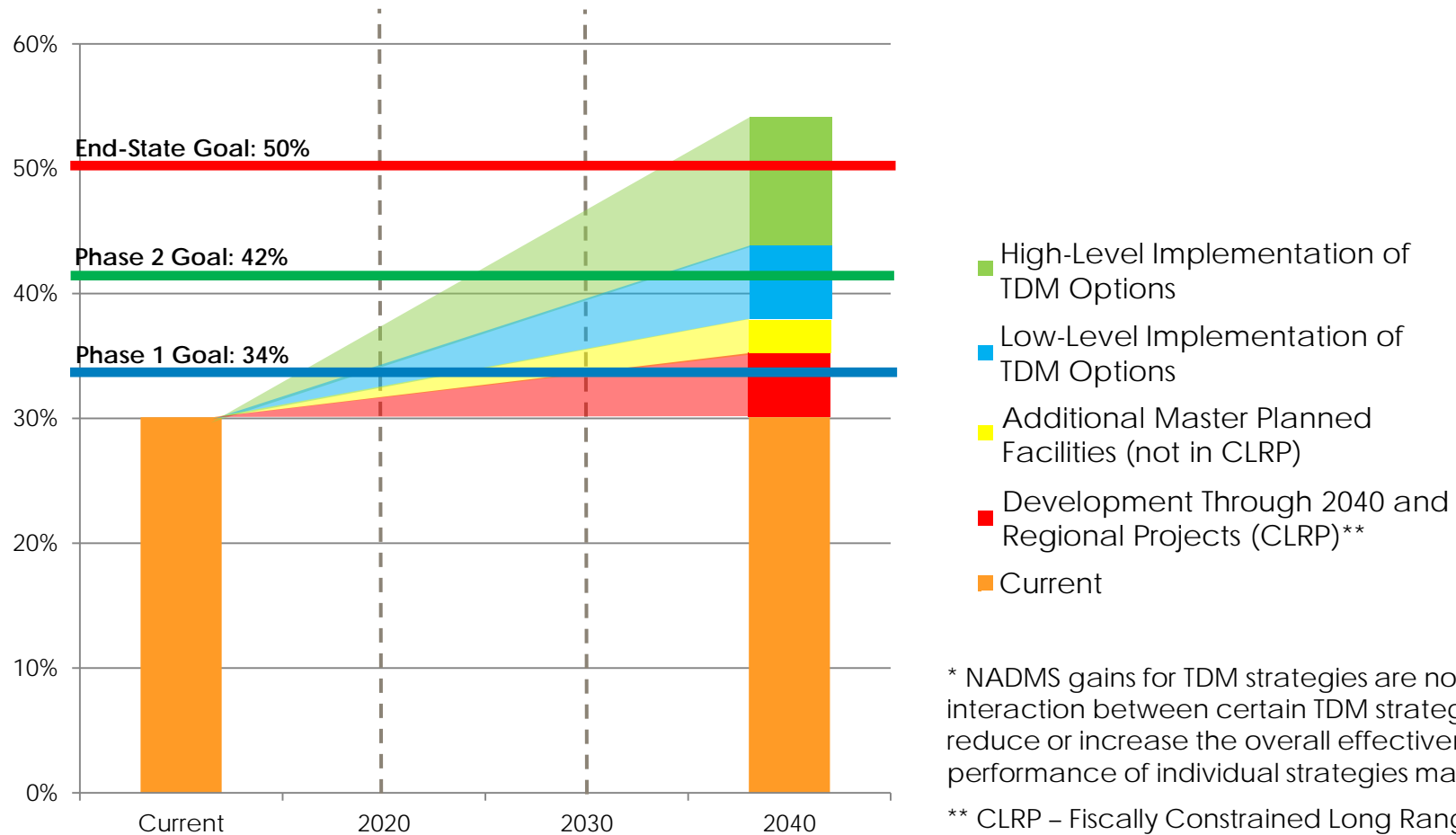
# TDM Service Options

TDM Strategies	Low-Level Implementation (<10 Years)	High-Level Implementation (>10 Years)	Life-Cycle Cost	Benefit	Activity
Additional TDM Programs	Increase current operating budget. (3 – 5 Years)	Double TDM outreach efforts.	Low	Medium	Increase outreach and marketing efforts within White Flint.
Local Circulator Shuttle	10 – 15 minute frequency, peak period operation (5 – 10 Years)	6-minute frequency with expanded operating hours	Medium	Medium	Explore potential public-private partnership opportunities.
Employer Shuttles	Fill gaps in local transit services for large employers (as needed)		Medium	Low	Implement specific shuttle for large employers to address unmet demand.

- Benefit: High = >700 Daily Commuters, Medium = 350 – 700 Daily Commuters, Low = <350 Daily Commuters
- Life Cycle Cost: Low = <\$3 million; Medium = \$3 – 6 million; High = >\$6 million (annualized capital and operating cost)



# How Do We Get There?



\* NADMS gains for TDM strategies are not additive – interaction between certain TDM strategies may reduce or increase the overall effectiveness. Actual performance of individual strategies may vary.

\*\* CLRP – Fiscally Constrained Long Range Transportation Plan: Approved by the Transportation Planning Board (TPB). The CLRP is a fiscally constrained regional plan that includes all transportation projects planned for the region over the next 25 years.

# 4 Next Steps



# Monitoring and Enforcement

Use a combination of survey and field data.

Track goal achievement on a building/project level.

Monitoring data could be used to evaluate the transportation system.

Develop a system of meaningful incentives and disincentives to encourage compliance.

Recognize political and logistical factors to enforcement.



# Putting it All Together

Incorporate feedback from developers, property owners, and the business and residential community.

Finalize implementation, monitoring, and enforcement strategy.

Work with developers, property owners, employers, and the business and residential community to identify partnership opportunities.

Incorporate study findings/strategies into White Flint developer agreements and employer traffic mitigation plans.

# Thank You!

Please visit the information stations.



## White Flint Transportation Open House

Community Meeting  
October 19, 2015