



Overview of Transportation Demand Management Montgomery County, Maryland

Presentation to BRAC
Implementation Committee
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**Sandra L. Brecher, Chief
Commuter Services Section**

Division of Transit Services Organization & Mission

- Division Chief – Carolyn G. Biggins
- Four Sections:
 - Ride On Bus Operations
 - 3 Depots – with a 4th one planned
 - Silver Spring
 - Gaithersburg
 - Nicholson Lane (Kensington)
 - North County (future)
 - Management Services
 - Customer & Operations Support
 - Commuter Services
- Mission – Dedicated to Excellence in Mobility Options

Commuter Services

Better Ways To Work!
Montgomery County, Maryland

- Mission:
Promote use of Alternative Modes to Single Occupant Vehicles (SOVs) to address congestion & air quality concerns
- TDM = Transportation Demand Management
"Any method of reducing demand for road capacity (primarily) during the peak period . . ."
(Enabling legislation)
- Peak period focused ("Rush Hours")
- Work Trip Focused = Employer/Developer focused.
 - Partnering w/ business/employment community

www.montgomerycountymd.gov/commute

Commuter Services

- Backbone of TDM is Transit
 - All types of transit, including Metrolink, Metrobus, Ride On, MTA buses, MARC Rail
- Promote all other commuting options ("modes") as well, including:
 - Car/Van Pooling
 - Biking
 - Walking
 - Telework

Better Ways To Work!
 Montgomery County Commuter Services

Better Ways To Work!
 Montgomery County Commuter Services

- Create and/or promote amenities & "adjuncts" to make it easier, more attractive, sensible to use commute options
 - Parking Management ("Parking Parity")
 - Car Sharing
 - Bike Routes/Racks/Lockers/Showers; Bike Sharing
 - Real Time Information (Next Bus/Signs of Times)
 - Pedestrian Amenities/Safety
 - SmartTrip; Smart Benefits
 - Good Lighting, Landscaping, Security
 - Guaranteed Ride Home (GRH)
 - Clear, Easy-to-Use Information
 - Other Programs & Services

TMDs – Transportation Management Districts



- Efforts concentrated in five TMDs
 - Silver Spring
 - Bethesda
 - Friendship Heights
 - North Bethesda
 - Greater Shady Grove TMD
- Mode Share & Other Goals established for each TMD in Master Plan/Growth Policy
- Advisory Committees for each TMD provide input from diverse perspectives
 - Employers
 - Residents
 - Developers
 - Public agencies
- CSS Services are available (and provided by staff) to any employer & any employee anywhere in the County – not just within TMDs.
 - Over 2,000 employees with about 200,000 employees are involved in some way in Commuter Services programs

TMD Services

TMDs have four broad goals for their downtown areas:

- Increase transportation capacity
- Reduce traffic congestion
- Reduce air and noise pollution
- Promote traffic safety, and pedestrian & bicycle access

Examples of TMD Services:

- Employer technical assistance & outreach
- Market commute options
- Provide/promote financial incentives
- Develop 'transit amenities' – e.g., improved signage, benches, shelters
- Provide information resources, displays, kiosks, enhanced ped/bike facilities

TMD Funding Sources

- Parking Reduction Program fees
 - (Share-A-Ride District – thru Zoning Ordinance)
- Parking management revenues
- Transportation Management District Fees
- Other developer & municipal contributions
- General fund

TMD Law (Bill 32-02)

Requirements for Employers of 25+ Employees



- | | |
|--|---|
| • Downtown Silver Spring <ul style="list-style-type: none">– 80 employers with 8,000 employees | • Downtown Bethesda <ul style="list-style-type: none">– 120 employers with 12,000 employees |
| • North Bethesda <ul style="list-style-type: none">– 280 employers with 24,000 employees | • Friendship Heights <ul style="list-style-type: none">– 30 employers with 4,000 employees |
| • Results to date:
400 + TMPs Filed
(Employer-filed Traffic Mitigation Plans) | • 44,000 Employees at Worksites Affected by Bill 32-02 |

Working with Employers to Address Congestion

Requirements of Bill 32-02

1. Develop a Traffic Mitigation Plan (TMP)
(TMD staff work with employers to write & submit these)
2. Actively implement their TMP – Working with TMD staff
3. Participate in CSS's Annual Commuter Survey
4. Submit an annual report of activities
– Working with TMD Staff



Commuting Benefits for Employers & Employees

- Transit & Vanpool subsidies &/or Pre-Tax Payroll Deduction of Costs
 - Metrorail
 - Metrobus
 - Ride On
 - MARC, MTA Commuter Bus
 - Vanpools
- Maryland tax credit – 50% back
- Federal & State tax benefits
- Recruitment/Retention/Raises: Low cost to Employers – High Value to Employees
- Recognition – e.g., Transportation Awards Ceremony, Recognition by Officials
- Contribute to Sustainability (Green Biz & LEED designation)



Transit & Vanpool Benefits

Cost Subsidy Program Available to All Employees – BUT Must be offered through their Employers

- \$230/month maximum benefit (dependent on actual cost)
- Employer can provide any amount per month per employee, up to total transit/vanpool cost or \$230
- Can be direct benefit, pre-tax, or combination
- Can be provided thru SmartBenefits (online system, remote loading)
- Employer pays no payroll tax (FICA, Medicare, Unemployment) on this benefit
- Employee pays no payroll or income tax
- Employer can claim 50% of cost as State tax credit
- \$100/month is worth more than a \$1,400/year raise to average employee – and costs employer just \$200/year!

Developer Agreements

- Traffic Mitigation Agreements (TMAs)
 - 40 TMAs pending now/100s completed
- Negotiated with developers based upon conditions of preliminary plan approval established by Planning Board
- Baseline agreements require relatively basic efforts by developer; if greater trip reduction necessary, more strategies required

Basics: Employer & Developer Cooperation

- **Appoint TBC** – Designate a Transportation Benefits Coordinator (TBC) to assist employees/residents at the site to exercise commute options and to serve as a point of contact for TMD/CSS staff
- **Facilitate access** to tenants/employers and employees &/or residents for purposes of informing and educating about programs and services available in the TMD/that part of County.
- **Permit and facilitate** use of space at the site on a periodic basis (by prior arrangement) for marketing and promotional activities of the TMD/CSS staff

Basics: Employer & Developer Cooperation

- **Designate permanent information display** areas in lobbies of building(s) or other prominent and highy-used locations for commute options information.
- **Participate in Survey** – Facilitate tenant/employer and employee/resident participation in the Annual Commuter Survey
- **Annual Report** – Compile information and monitor results of the traffic mitigation program elements at the development/building



A Higher Level: Enhanced Employer & Developer Participation

Examples

- Carpool incentives – parking spaces in preferential locations
- Car Sharing incentives (a short-term rental program) – reserve parking spaces in preferential, visible locations; provide membership, rental discounts
- Bicycle incentives – weather-protected, secure racks/dockers sufficient to meet demand; lockers/showers; bicycle purchase discounts; safe, well-lit paths
- Walking incentives – attractive, well-lit, safe sidewalks/paths; shoe discounts
- Transit and/or vanpool subsidies for employees and/or residents at the site
- Contribution to costs of additional transit service – e.g., buses
- Parking supply limits (constrained supply)
- Parking charges/Parking parity – equalizing cost and support for parking and transit; Goal: level the playing field
- Transit Centers; Bus shelters (heated, lit, higher standard of amenity)
- Real Time Signs/Systems – to let riders know what time the bus will be there
- Provision of circulator shuttles connecting with transit; other uses
- Telework incentives – laptop & other equipment discounts
- Flexible or Staggered Work Hours, Compressed Work Week
- Live Near Your Work – Mortgage or Rent Incentives



CSS Partners with Med Center & Other Federal Agencies to Help Implement TDM Strategies

- Medical Center TMO Actions Taken
[= NIH, NIMH, Suburban Hospital]
 - Brochures on transportation alternatives created/published
 - Express bus services to the NIH & NIMH campuses promoted through ads & direct mail; P&R Lot Info
 - Kiosk provided with transportation information software
 - Fixed information displays provided
 - Staffing provided to conduct outreach events for employees
 - Promotional items & materials provided (including for GRH); contests conducted to market programs
 - Bicycle map for Med Center area developed & published
 - Annual Commuter Survey conducted
 - Coordination on activities and outreach



Key Facts on Transit Infrastructure: Metrorail Service

- Weekday Peak Period Schedule on Red Line
 - 6-8 car trains with 3 - 5 min. headways
 - Between Grosvenor/Strathmore & Silver Spring stations = 3 minute headways
 - Between Shady Grove and Glenmont = 6 minute headways & more 8 car trains
 - Because every other Red Line train between Grosvenor & Metrorail Center originates in Grosvenor, there should always be capacity to Metrorail station
 - Metro estimates Red Line should have sufficient capacity with 50% 8 car trains thru 2025 & beyond
- Weekday Midday - 6 car trains w/ 12 min. headways
- Weekday Evenings - 5 car trains w/ 15 min. headways

Metrorail Facilities by Jurisdiction		
Jurisdiction	Miles	Stations
Total D.C.	38.30	40*
Montgomery	18.43	12*
Prince George's	19.85	8
Total Maryland	38.28	27
Alexandria	6.11	3
Arlington	12.18	11
Fairfax County	11.17	5
Total Virginia	29.47	20

*Friendship Heights is in both Maryland & D.C.

Metrorail Ridership in Montgomery County	
85,000 Total Boardings on an average weekday in Montgomery County - Two most heavily-used stations – approx. 15,000 boardings/weekday - Silver Spring - Shady Grove - Next two most heavily-used stations – approx. 10,000 boardings/weekday - Bethesda - Friendship Heights - Medical Center – approx. 5,500 boardings/weekday	

Key Facts on Transit Infrastructure: Bus Service in Montgomery County	
METROBUS IN MONTGOMERY COUNTY 140 PEAK PERIOD BUSES 21 LINES - 18 ROUTES - ANNUAL RIDERSHIP - 14.4 MILLION - APPROX 65,000 RIDERS (BOARDINGS) EACH WEEKDAY - ANNUAL HOURS - 448,000	
RIDE ON 275 PEAK PERIOD BUSES, TOTAL FLEET = 335 BUSES 76 ROUTES - ANNUAL RIDERSHIP - 28 MILLION + - OVER 21,000 RIDERS (BOARDINGS) EACH WEEKDAY, OR 2.3 MILLION RIDERS/MONTH - ANNUAL HOURS - 1,328 MILLION	

Service Niches

• METROBUS

- REGIONAL
- EXPRESS/ARTERIALS
- CROSS COUNTY



• RIDE ON

- COLLECTOR/DISTRIBUTOR
- NEIGHBORHOOD PENETRATION
- FEEDER TO METRO/RAIL/METROBUS



• RIDE ON SMALL BUS

Ride On Technology

• TRANSPORTATION MANAGEMENT CENTER

- CO-LOCATED TRAFFIC AND TRANSIT MANAGEMENT
- INTEGRATION OF OPERATIONS AND MANAGEMENT
- SIGNAL PRIORITIZATION
- COMPUTER AIDED DISPATCH
- INTERNET

• ADDITIONAL ELEMENTS

- AVL - Automated Vehicle Locator System
- REAL-TIME INFO - Web-based, Smart Phone, "Signs of the Times"
- RIDE ON NOW - 100% ACCESSIBLE
- BIKE RACKS ON ALL RIDE ON BUSES
- SMARTRIP - FARE BOXES ON ALL RIDE ON BUSES
- E-COMMERCE FARE MEDIA SALES, SMART BENEFITS

Contacts

Division of Transit Services/Ride On Department of Public Works & Transportation 101 Monroe Street Rockville, MD 20850 www.ridetbus.com	Carolyn G. Higgins, Chief (240) 777-5805 carolyn.higgins@montgomerycountymd.gov
Montgomery County Commuter Services Division of Transit Services, OFMT 101 Monroe Street Rockville, MD 20850 www.montgomerycountymd.gov/commuter	Sanoja L. Brodner, Section Chief (240) 777-3382 sanoja.brodner@montgomerycountymd.gov

Additional TOM Resources: www.tol.org; www.netbusf.edu/clearinghouse; www.actweb.org