

**Friendship Heights  
Transportation Management District  
Advisory Committee  
July 8, 2014**

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**Voting Members**

James Calderwood	Chevy Chase Village Board of Managers
Barbara Condos	Town of Somerset
Joe Dixon	GEICO
Tiffany Gee (Chair)	Chevy Chase Land Company
Campbell Graeub	Citizens Coordinating Committee on Friendship Heights
Christopher Itteilag	Somerset House Management Association
Rachael Schacherer	Friendship Heights Village

**Non-voting Members**

Sandra L. Brecher	MCDOT/Transit Services Division-Commuter Services
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**TMD Staff**

Jim Carlson	MCDOT/Transit Services Division-Commuter Services
Nakengi Byrd	MCDOT/Transit Services Division-Commuter Services

**Absent**

Chief John Fitzgerald	Chevy Chase Village Police
Matthew Folden	M-NCPPC
Kenneth Hartman	B-CC Services Center
Cobey R. Kuff	WP Project Developer, LLC
John Mertens	Friendship Heights Village

**Guests**

Tim Balinskas	Sharp & Co.
Moira Bindner	Sharp & Co.
Bob Joiner	The Agenda News
Julian Mansfield	Village of Friendship Heights
Rick Siebert	MCDOT/Parking Management
Jeffrey Slavin	Mayor – Town of Somerset

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## Abbreviations:

MCDOT = Montgomery County Dept. of Transportation  
PLD = Parking Lot District

**Item 1, 2 & 3 – Introductions/Agenda Review/Chair Comments:** Chair Tiffany Gee called the meeting to order. Members and guests introduced themselves. Ms. Gee introduced Rick Siebert from Montgomery County Dept. of Transportation (MCDOT) Division of Parking Management to report the results of a parking study.

**Item 4 – Mr. Siebert** explained that at the Committee's request MCDOT looked at installing parking meters on selected streets in the TMD. A detailed study consisted of mapping the current curb cuts, parking signs and available parking. As a result of the study, short term parking meters are recommended for:

- The east side of Wisconsin Avenue, north and south of South Park Avenue above Wisconsin Circle; 13 spaces on north side and 11 spaces south
- West side of Friendship Heights Boulevard – creating parking turnover promoting area shops

Proposed long term parking meters:

- South side of Willard Avenue from the intersection with Friendship to areas west of North Park Avenue

**Mr. Siebert** recalled that the Committee had reservations regarding parking on the west side of Wisconsin (southbound) due to the need to maintain adequate drop-off lanes for the two medical buildings. Although parking north of Park Avenue is not feasible due to the many curb cuts, parking south of Park on the west side would work but is not included in current revenue projections.

**Mr. Siebert** said what his team is seeking from the Committee:

1. To review the recommendations previously submitted by Parking Management
2. Duration recommendation for short term meters
3. Parking rates
4. What hours will be metered

**Mr. Siebert** explained that they can install meters charging the Parking Lot District (PLD) rate, the rates currently in place in Bethesda; however, if charges are outside of PLD rates a Council resolution would be required. Outside PLD meter rates are \$1 an hour for four hours or less (restricted times) or \$0.65/hour for all day parking (without restrictions). Shorter duration meters are placed around businesses such as dry cleaners and coffee shops where patrons make shorter visits; longer term meters are placed near movies and restaurants.

**Mr. Siebert** recommends a rate of \$2 an hour for restrictive time limits of four hours or less, and \$.80/hour for all day parking.

Other discussion:

- Some on the Committee felt meter charges recommended for Friendship Boulevard should be low enough to encourage shoppers to walk the extra distance to their destinations – currently more likely to use Wisconsin Place parking instead.
- Studies show that people prefer outdoor parking and are willing to walk further if they can maintain sight of their vehicles.
- Meters will receive coin payments or pay by phone; credit card meters not available due to cost:
  - Installing used meters are \$165 each – credit card meters \$300+ equipment only
  - Two meters per pole
- Money collection is twice a week – enforcement personnel included in cost analysis.
- \$96,000 initial costs/\$56,000 average cost & \$40,000 for installation.
- Costs are based on \$2 an hour, 12 hours a day (7am-7pm) for 5 days a week at 20% occupancy – \$32,000 is the projected revenue minus \$56,000 for operating expenses.
- Morning and evening peak parking restrictions will remain in place to facilitate traffic flow because they are used as travel lanes during rush hour.
- An explanation of how County Council’s Fees, Fines and Fares annual resolutions establish fares in the County.
- A description of what the parking study looked at – utilization of spaces, the surrounding businesses, curb cuts, existing restrictions and how many cars can fit in 18 ft spaces.

Some had reservations on Wisconsin Avenue parking blocking needed travel lanes. **Mr. Siebert** said that if the Committee recommended parking and MCDOT accepted the recommendation, time restricted parking on Wisconsin is feasible. Other points raised included:

- The difference between adding parking spaces and establishing meters at existing spaces.
- An explanation of how peak times are based on traffic studies.
- On street parking slows traffic, increasing pedestrian safety. Parking study will be shown to **Jeff Duncel** (MoCo Pedestrian Safety Coordinator); however, Friendship Heights area not a High Incident Area (HIA) when compared to the rest of the County.
- Mobility challenges due to high senior population.
- Chevy Chase Land Company will remove shrubbery on Wisconsin once the parking issue has been decided.
- No parking spaces within 30 feet of a curb cut – vehicles can stop at No Parking zones any time in order to drop off and pick up, but may not leave a car unattended.

The Committee took straw votes on the following (no quorum):

- To accept Parking's recommendation of short term parking on Willard Avenue and long term on Friendship Boulevard – six said they were in favor, one abstention.
- Defer installing parking spaces and meters on Wisconsin until a traffic study can be done comparing other sections of Wisconsin Avenue – six in favor, one against
- Short term parking (4 hours) on Friendship Blvd

**Chris Itteilag** commented that he was not a fan of Montgomery County Pay by Phone application and that the District's system is much easier; he would rather use credit card meters. He said the County's system directs users to a website and drivers cannot see the meter number from their vehicles. **Ms. Gee** suggested piloting the system with the used meters, then upgrading to the smart credit card meters which can be installed on the same poles as the used meters:

- **Mr. Siebert** announced that credit card meters will be installed in Silver Spring for on-street parking and Pay by Space in parking lots – Bethesda currently has credit card meters
- **Mr. Siebert** will redo projections comparing the used dummy meters and the smart credit card meters. Also, parking space numbers will be reduced and the two differing meter rates between all day and four hour short duration will be compared as well – parking tickets will not be included in calculations.
- **Campbell Graeb** suggested that the Friendship Boulevard four hour parking rate should be \$1/hr instead of \$2.
- A Committee majority endorsed \$1/hr on Friendship Blvd. and \$.65/ hr on Willard Avenue from 7am-7pm.
- Meter installation will begin depending on approval from MCDOT Director.
- Smart meter installation depends on funds and a purchase order.
- Parking enforcement will issue citations for expired meters and other parking violations.

**Item 5 – TMD Employer Outreach-Sharp & Co.:** **Mr. Carlson** introduced **Moira Bindner** and **Tim Balinskas**, the County's new employer outreach marketing contractors for Friendship Heights. **Ms. Bindner** outlined Sharp's outreach strategies; the purpose is to engage the community in transit options using fun and creative ways. General marketing outreach:

- Surveying businesses in the area and updating the employer database
- Walk & Ride Challenge event in September
- An extra set of hands for Montgomery County transit promotion
- Sending out introductory emails to area employer & property managers – reaching small businesses

**Mr. Carlson** thanked the following members for their participation in Bike to Work Day: **Barbra Condos, Campbell Graeb**; not present: **Colby Kuff** and **John Mertens**. **Ms. Brecher** thanked **Joe Dixon** and **GIECO** for hosting recent bike safety training and “train the trainer” classes.

**Item 6 - Around the Room:**

- Data regarding pedestrian fatalities in Friendship Heights will be given to **Mr. Itteilag**
- **Mr. Graeb** noted the following issues:
  - Traffic light at River Road and Western causing traffic backups
  - The non-coordination of road maintenance on Willard Avenue, Western Ave & River Road- commuters can't get home
  - Questions regarding the accuracy of bikeshare data – numbers on website do not appear consistent with his personal observation. The County will confirm stats

**Item 7 – Adjourn: No August meeting.**  
**Next meeting date: September 9, 2014**