Proposed Strategies for Meeting White Flint Sector Plan Transportation Goals

Community Meeting
October 19, 2015

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In Association with: RENAISSANCE PLANNING

Montgomery County Department of Transportation
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

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<th>Current</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Employees (NADMS-E)</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>Residents (NADMS-R)</td>
<td>50%</td>
<td>51%</td>
</tr>
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</table>

**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

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

- **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

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<tr>
<td>Bikeshare</td>
<td>At least 10 bikeshare stations (1 – 5 Years)</td>
<td>At least 20 bikeshare stations</td>
<td>Low</td>
<td>Low</td>
<td>Provide space and funding for bikeshare stations. Support system with sponsorships, corporate memberships, etc.</td>
</tr>
<tr>
<td>Facility and Service Enhancements</td>
<td>Increase transit system frequency, implement BRT on MD 355 (5 – 10 Years)</td>
<td>Regional CLRP Projects, Second Metrorail Station Entrance, MARC Station</td>
<td>High</td>
<td>Medium*</td>
<td>Identify potential funding sources, complete studies and design.</td>
</tr>
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*Transit enhancements will also provide benefits to areas outside of White Flint.*
## TDM Service Options

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<td>Additional TDM Programs</td>
<td>Increase current operating budget. (3 – 5 Years)</td>
<td>Double TDM outreach efforts.</td>
<td>Low</td>
<td>Medium</td>
<td>Increase outreach and marketing efforts within White Flint.</td>
</tr>
<tr>
<td>Local Circulator Shuttle</td>
<td>10 – 15 minute frequency, peak period operation (5 – 10 Years)</td>
<td>6-minute frequency with expanded operating hours</td>
<td>Medium</td>
<td>Medium</td>
<td>Explore potential public-private partnership opportunities.</td>
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<tr>
<td>Employer Shuttles</td>
<td>Fill gaps in local transit services for large employers (as needed)</td>
<td></td>
<td>Medium</td>
<td>Low</td>
<td>Implement specific shuttle for large employers to address unmet demand.</td>
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How Do We Get There?

- **End-State Goal: 50%**
- **Phase 2 Goal: 42%**
- **Phase 1 Goal: 34%**

* 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

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