TDM Deliverables

• *MoCo Sustainable TDM Vision for 2035* document presents a GHG reduction narrative that:

1. incorporates best practices and latest recommendations
2. focuses on key transportation drivers including decreasing number of automobiles, vehicle miles traveled, and dependency on carbon-based travel modes
3. spotlights co-benefits including resiliency, decreased congestion, safety, health, stormwater management, community and equity
4. ties to TDM spreadsheet of Action Items

• *TDM Action Items* spreadsheet presents 40 projects (action items with detailed implementation steps) under the umbrella of 10 strategies within 6 overall goals.
Montgomery County, Maryland
Sustainable Transportation Demand Management (TDM) Vision for 2035

It is January 1, 2035 and Montgomery County successfully achieved its ambitious goal of eliminating essentially all transportation related greenhouse gas (GHG) emissions generated from within the county.

The county’s transportation emission reduction strategy had three key goals:

1) reduce single occupancy vehicle driving,
2) accelerate use of low emission vehicles, and
3) require climate-friendly development patterns.

This approach had two significant advantages over less comprehensive approaches. First, by adopting a mutually reinforcing portfolio of measures, the county minimized the risk of relying on any single approach, given the uncertainties surrounding costs, technologies, and market acceptance. Second, it enhanced quality of life by improving equity, health, safety, climate resiliency, and community cohesion among other benefits.

Residents, workers, and visitors of all ages, incomes and physical capabilities, whether in town or upper county, enjoy a wide variety of accessible and carbon free mobility opportunities. The county has embraced the circular economy and incentivized the creation of green industries throughout the region and in the context of transit oriented development (TOD).

Vision Addresses:

1. Public Transit
2. Electric Vehicles
3. Infrastructure Transformation
4. Organizational & Systematic Changes
5. Citizen Awareness
6. Affordable Housing
### TDM Strategies:

1. Improve Transit Services
2. Availability of Transit Benefit Programs
3. Retrofit Existing Roads/ROWs for Efficiency
4. Retrofit Existing Parking Structures
5. Reduce Auto/Truck Use
6. Reduce Road Construction
7. Promote Infill Development
8. Increase Provisions of Non-Auto Options
9. Create Touchpoints for Carbon Awareness
10. Carbon Tax Levy

### TDM Goals:

1. Increase Public Transit Ridership
2. Improvements to Car-Based Infrastructure
3. Support Vehicle Use Reduction
4. Promote Better Land Use
5. Implement Community-Wide Outreach & Incentives
6. Support Carbon Tax Initiatives

<table>
<thead>
<tr>
<th>Key Driver Fulfilled</th>
<th>Goal</th>
<th>Potential Strategies &amp; Actions</th>
<th>Strategy</th>
<th>Action #</th>
<th>Action Description</th>
<th>Why/Goal/Purpose of Action</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Goal 1: Improve Public Transit Ridership</td>
<td>Strategy 1.1: Improve transit service</td>
<td></td>
<td></td>
<td>Increased frequency of service can attract more riders to existing transit route miles.</td>
<td>More frequent service reduces the average time that passengers spend waiting at stations and bus stops, thereby reducing the total time needed for travel, reducing the time that passengers may have to spend in inclement weather conditions, and reducing the need to plan around infrequent service schedules. Source: National Academy of Sciences, 2006, p. 20.</td>
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<tr>
<td></td>
<td>Decrease in Automation</td>
<td>Action 1.1.1</td>
<td>Increase Bus Frequency to 5 Min between 5:00 am - 9:00 pm Monday to Saturday, with intervals of 15 min at other times and on Sundays</td>
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<td>Decrease in Automation</td>
<td>Action 1.1.2</td>
<td>Provide More Ride-On Bus Routes and Other Transit Options or Service Connections, Windows, Highways, Intersections, etc. 70% of residents in MoCo are within 1.2 miles of a public transit stop. Expanded On-Demand Transit Throughout the Day and County so that More Mixed Use Housing / Commercial Options Are Available / Near Transit</td>
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<td>Decrease in Automation</td>
<td>Action 1.1.3</td>
<td>Increase Free or Low-Cost (Electric) Circulator Services Region / Transit Seniors / Aquatic Centers or Other Activity / Employment Centers</td>
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**High Priority Action Items Based on:**

1. Potential Emissions Reduction
2. Feasibility
3. Resilience to Climate Change
4. Adaptation
5. Equity
6. Community Co-Benefits
7. Cost
8. Revenue Generating Potential
TDM High Priority Projects

- Increase Bus Frequencies
- Provide More Ride-On Bus Routes With Right-Sized Vehicles
- Increase Circulator Minivan Routes
- Create Dedicated Bus Lanes
- Invest in BRT
- Install Fully Adaptive Traffic Management Systems That Incorporate Road/Congestion Pricing
- Setup Reversible Lanes on 270 & 495
- Increase Parking Pricing
- Reverse County Code To Limit Commercial Parking Spaces
- Create Pedestrian-Only Urban Areas
- Promote Infill Development
- Create Tax Incentives to Establish More Activity / Employment Centers or Re-Use Mall Spaces
- Ensure Developers Include More Mixed-Use Housing Options Close to Transit
- Promote Electric Car-Sharing Options
- Implement ITS App Use
- Require Telecommuting Options of Private / Non-Retail Employers
- Require Employers & Building Developers to Implement TDM / Promote Non-Auto Travel
- Adopt Carbon Tax (Retail or Wholesale Level)