

Travel Demand Management Update

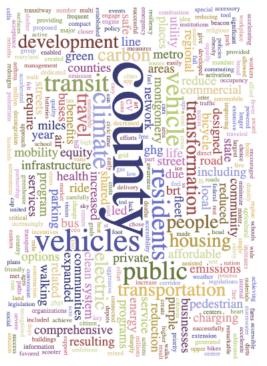
Presented to Transportation Technical Working Group on December 10, 2019

TDM Deliverables

- <u>MoCo Sustainable TDM Vision for 2035</u> 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

• <u>TDM Action Items</u> 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

Key Driver Fulfilled	Goal	Potential Strategies & Actions					Why/Goal/Purpose of Action
		Strategy	Action #	Action Description			Why/Goal/I di pose of Action
	Goal 1: Increase Public Transit Ridership	Strategy 1.1: Improve transit services					
Decrease in Automobiles			Action 1.1.1	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			Increased frequency of service can attract more riders to existing transit route miles. 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, Ibid, p. 20.
Decrease in Automobiles			Action 1.1.2	Options at Si Junctions, et 1/2 mile of a Transit Thro	trategic tc. so 75 a public bughout Housin	On Bus Routes and Other Transit Congestion Nodes, Highway % of residents in MoCo are within transit stop. Expand On-Demand the Day and County so that More g / Commercial Options Are sit	Provide accessible and reliable transit options throughout the County to reduce dependency of SOV, decrease traffic congestion and mitigate GHGs. Build upon the Ride-On system to expand level and frequency of service, where needed. Ensure major all neighboods and residential complexes are serviced with connections to metro, major employment centers, schools and public institutions to to connect most populated neighborhoods, mixed-used developments to key employment, market and institutional anchors as well as other transit modes, eg: metro, MARC.
Decrease in Automobiles			Action 1.1.3	Increase Free or Low-Cost (Electric) Circulator Minivan Routes That Connect Schools with Recreation / Senior / Aquatic Centers or Other Activity / Employment Centers		at Connect Schools with Recreation enters or Other Activity /	A system's level of service – factors related to route frequency, route coverage, and route speed – are found to positively correlate to ridership. However, researchers find that there is a diminishing marginal return on service level improvements, meaning that improving service on a low-frequency or low-coverage route will have a greater impact than changes to an already high performing route. By establishing circulator minivans on low-coverage routes throughout the county which also connect with MoCo recreation, senior or aquatic centers, car use will decrease.

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

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

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)