



**FRIENDSHIP HEIGHTS
TRANSPORTATION MANAGEMENT DISTRICT
ADVISORY COMMITTEE**

AGENDA

**Friendship Heights Transportation Management District
Advisory Committee Meeting – Teams Format
November 12, 2024**

8:30 a.m. - 10:00 a.m.

Staff Contact: Jim Carlson / (301) 318-0328
james.carlson@montgomerycountymd.gov

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|--------------|--|--|
| 8:30 | 1. Introductions/Agenda Review | Jim Carlson/All |
| | 2. Review of Meeting Minutes
September (©2) | All |
| | 3. Vision Zero | Wade Holland
MCDOT Vision Zero Coordinator |
| | 4. Marketing Outreach Update | Fernando Snellings
Shelley Monique Mann
TMD Outreach Staff |
| | 5. Friendship Heights Alliance Update | Friendship Heights Alliance |
| | 6. TMD/DOT/Other County Updates
<i>Cycle, Scoot & Snap to celebrate small business > Nov. 5 – Dec.1</i> | Sandra Brecher
Jim Carlson |
| 10:00 | Adjourn
<i>Next meeting: Tuesday, Jan. 14, 2025</i> | |

Information Items

Cycle, Scoot & Snap
Transportation for Veteran's Day, Nov. 11
MC Commuter Services Wins Regional 'Commuter Connections' Award
MCDOT Bike Drive Breaks Previous Record Collecting Over 300 Bikes

**Friendship Heights
Transportation Management District
Advisory Committee
September 10, 2024**

Voting Members

Bob Banach	Citizens Coordinating Committee on Friendship Heights
Justin Burgett	Town of Somerset
Elizabeth Demetra Harris	Friendship Heights Village

Non-Voting Members

Sandra L. Brecher	MCDOT/Transportation Policy-Commuter Services
Peter Fosselman	B-CC Services Center
Ronetta Zack-Williams	M-NCPPC Downcounty Planning

TMD Staff

Jim Carlson	MCDOT/Transportation Policy-Commuter Services
Nakengi Byrd	MCDOT/Transportation Policy-Commuter Services

Absent

Chief John Fitzgerald	Chevy Chase Village Police
Ahkeia Payne	GEICO

Guests

Natalie Avery	Friendship Heights Alliance
Charles Crerand	CBRE
Samuel Damesa	MCDOT
Rachel Davis	Walnut Street Creative
James Donohoe	The Donohoe Companies
Shelley Monique Mann	TMD Outreach
Julian Mansfield	Friendship Heights Village
Kevin Obike	MCDOT
Tom Quinn	ANC-3
Fernando Snellings	TMD Outreach
Corey Pitts	MCDOT
Jason Winans	Chevy Chase Land Co.

Item 1 & 2- Introductions/Minutes Review: Jim Carlson opened the meeting and attendees introduced themselves.

The Committee reviewed January meeting minutes.

Item 3 – 5500 Wisconsin Avenue Redevelopment: Jad Donahoe briefed the Committee on redevelopment of 5500 Wisconsin Avenue. Located in the Village of Friendship Heights on the west side of Wisconsin Avenue, the development will contain new retail, parking, and apartments. The Brooks

Brothers retail currently located at the site will move to Chevy Chase Collection during construction. Features of redevelopment include:

- 300 new apartments
- 11,000 sf of new retail with higher 16ft -18ft ceilings, replacing the current low hanging structures
- Undergrade parking
- A one-way pedestrian friendly shared street designed to slow vehicles
- Starting early next year construction will begin with utility relocation
- The hotel at the current site will remain in operation during the construction process
- Monthly progress reports to the Village of Friendship Heights and all interested.
- Major construction will begin later next year and continue for 2 years

Mr. Donahoe discussed the coordination with the State Highway Administration & Friendship Heights Village for the project and for the design on Wisconsin Avenue, as it is a state highway that the project wants to turn into a boulevard. The floor plan of the future site shows a large city block with retail wrapping around the new shared street with the store front set back from the street to allow for café seating.

- New circular travel patterns
- Base of building is H Shape and forms a tower as you go up- green roofs all the way up
- The shared street is located off public
- Looking a birds-eye view the project is located between Wisconsin Avenue & The Hills Plaza

Discussion continued regarding the shared street features:

- Green features, such as trees and benches and sidewalk to promote car drivers to feel as “guests”, as the roadway is geared toward pedestrians and cyclists.
- As it has its own parking deck and delivery receiving area, Marriott hotel upgrades such as replacing the current wall with a window and current bike room installations will remain in operation during construction.
- The bike room is featured along with e-bike charging and sidewalk bike parking with locks

Although he is not looking forward to the inconveniences of construction, **Julian Mansfield** thanked **Jad Donohoe** for working with the Village of Friendship Heights. Q& discussion followed:

- Shared street discussion - one way design to keep operations tight, causing cars to completely stop as they pull over off the Village streets
- Inquiry regarding traffic mitigation operation of the new structures and TDM plan filing - Mr. Donohoe’s team is looking into on-site outreach and promotion of TDM
- A suggestion to communicate when permits/plans have been submitted for site construction - none yet, plans submitted later this year.
- Management of construction trucks
- Demolishing the existing 60-year garage will contribute to less digging of new land for redevelopment
- Providing plywood coverings for pedestrians during construction - working with SHA & Village for protected access
- Maggiano’s has only one access on Wisconsin Avenue, but there will be more access of the construction site.

Mr. Donohoe provided his contact information and presentation to **Jim Carlson** for distribution to the Committee.

Item 4 – Metro Update: Cory Pitts reported on WMATA operations, announcing their next board meeting on September 26th that will cover 40 months of growth; ridership is up to 81 percent of pre-pandemic levels with buses showing the strongest increase. Also reported:

- A recent survey showed that customer satisfaction has increased due to a drop in crime and fare jumping
- Navigating WMATA’s confusing formula for calculating proposed budget cuts
- Creating a fund reserve for Metro operations - operating budget is for only one year but need multi-year for better forecasting.
- Suggestion to report Friendship Heights ridership amounts.

Sande Brecher announced the Great Seneca network new bus service started Sunday, September 8th serving as part of the Great Seneca Transit Network connecting Gaithersburg, Rockville and the Shady Grove Life Sciences areas to unlock development staging triggers. As part of phase one, the Pink & Lime routes will run between Shady Grove Metro and Trville; phase two will add the operation of the Grey & Cobalt bus routes. The new service will provide easy & frequent connection to Shady Grove Metro and the Universities of Shady Grove.

Item 5 – Employer TDM Plans/Annual Reports: Jim Carlson presented TDM plans to the Committee for review and the plans were recommended to be sent to DOT Director for approval.

Item 6 – Marketing Outreach: Shelly Mann reported on outreach activities:

- Pre-Car Free Day outreach activities
- Participation at the Marketplace Festival w/ Friendship Heights Alliance-Barlow Building
- Walk & Ride outreach
- An explanation of Car Free Day’s national annual event that takes place September 22nd; and since it is on Sunday this year, events are taking place Monday, September 23rd with events promoting travel to religious places for Sunday.

Sande Brecher announced that Walktober as the official exercise of Maryland, is the promotion of the Walk & Ride challenge of teams of 3-5 that compete for prizes. Also announced:

- October 2nd as take a walk day- walk leader promoting walking and forming a group
- New cross-jurisdictional service between Tysons and Bethesda, Route 798- \$4.80 each way

Item 7- Around the Room:

Adjourn

Next meeting: Tuesday, Nov. 12, 2024



Better Ways To Work!
Montgomery County Commuter Services

CYCLE SCOOTER & SNAP



A PICTURE TO CELEBRATE SMALL BUSINESSES
NOVEMBER 5TH-DECEMBER 1ST 2024

STEP 1:

Using your **bike** or **scooter**, travel to your favorite **local small business** in **Montgomery County, Maryland**.

STEP 2:

Once you've **arrived** at the local small business, take a **selfie with your bike or scooter in front of the store!** Be sure to **include** the **name of the business**.

STEP 3:

Send the photo to **commuter.services@montgomerycountymd.gov** for a chance to **win a \$25 Amazon gift card!**

Winners will be randomly picked each week for the month of **November** and will also be featured in Facebook, Instagram, Threads and X.
SEND YOUR PHOTOS TO COMMUTER.SERVICES@MONTGOMERYCOUNTYMD.GOV

* CONTEST OPEN TO THOSE 18+ THAT LIVE OR WORK IN MONTGOMERY COUNTY, MD. ** SUBMITTING A PHOTO TO THE CONTEST GIVES MCDOT AUTHORITY TO USE THE PHOTO ON SOCIAL MEDIA PLATFORMS, NEWSLETTERS AND ON ITS WEBSITE.
*** WINNERS ARE REQUIRED TO RESPOND WITHIN FOUR DAYS, BY THE FOLLOWING TUESDAY AT 5 P.M. IF NO RESPONSE IS RECEIVED WITHIN THIS TIMEFRAME, AN ALTERNATIVE ENTRY WILL BE CHOSEN TO TAKE THEIR PLACE.

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Transportation Schedule for the Veterans Day Holiday on Monday, Nov. 11

For Immediate Release: Monday, November 4, 2024



Below are the transportation-related holiday schedule changes for the observance of Veterans Day, Monday, Nov. 11:

- County offices and the MC311 service center - Will be closed.
- Ride On bus service - Will operate on a Holiday schedule. [View route schedules here.](#)
- Ride On extRa, extRa Pink, and extRa Lime, and Flex bus services - Will operate on a Holiday schedule.
- Ride On Flash bus service - The Orange Route will operate on a Weekend/Holiday schedule. The Blue Route (typically, weekday only) will not be in service.
- TRiPS Silver Spring Commuter Store - Will be open 10 a.m. to 4 p.m.
- TRiPS Mobile Commuter Store - Will be closed.
- Parking at Bethesda, Silver Spring and Wheaton public garages, lots and curbside meters - Will be free.
- Metrorail and Metrobus - Metrorail trains will operate on a Saturday Holiday schedule from 7 a.m. to midnight. Metrobus will operate on a Saturday Supplemental schedule. [View timetables at \[wmata.com/schedules/timetables\]\(https://www.wmata.com/schedules/timetables\).](#)

- MARC Train - Will operate on "R" schedule on all three lines. Penn Line trains 455 (8:45 p.m. departure from Penn Station) and 454 (10:05 p.m. departure from Washington) will operate. Brunswick Line will be the R, not the R+ schedule. EPTA connecting bus service to West Virginia stations will be available from Train 875 at Brunswick. For holiday service information visit mta.maryland.gov/marc-holiday-service. For real time service alerts visit mta.maryland.gov/service-alerts.

View additional Montgomery County schedule changes [here](#).

Look out for MCDOT's wrapped Veteran's Day bus promoting Operation Green Light and promoting resources for Veterans during the month of November. The wrapped bus has neon lights and will be taking over Ride On routes throughout the County. Related bus cards have also been placed internally on nearly 400 Ride On buses.

For information on MCDOT programs and services visit montgomerycountymd.gov/mcdot, follow @MCDOTNow on X, Facebook and Instagram and subscribe to MCDOT's "Go Montgomery!" newsletter.

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Media Contact: *Emily DeTitta*, 240-372-2282



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Montgomery County Department of Transportation Wins Regional 'Commuter Connections' Award

For Immediate Release: Tuesday, October 29, 2024



The Montgomery County Department of Transportation's (MCDOT) Commuter Services office was recognized for a second year in a row by the Metropolitan Washington Council of Governments (MWCOC) Commuter Connections program with the Employer Services Outreach Team Achievement Award for its outstanding work in creating and promoting commute alternative programs with employers. The award was part of Commuter Connections' 50th anniversary celebration at the National Press Club in Washington, D.C. on Oct. 2.

Commuter Services has been a strong local partner with the regional MWCOC's Commuter Connections program, a regional network of transportation professionals dedicated to helping employers set up, improve and expand comprehensive commuter benefits and telework programs. These programs have been proven to help businesses recruit and retain employees, while addressing air quality, congestion and climate change concerns by incentivizing public transit.

"MCDOT's Commuter Services program continues to be a leader in working with our business community to develop incentive programs that reduce reliance on single-vehicle commutes," said Montgomery County Executive Marc Elrich. "The County is expanding our bus services with the new Ride On extRa Great Seneca Transit Network serving major employment and education hubs in Rockville. Our Flash Bus Rapid Transit network will offer express bus service along some of our County's busiest corridors."

The MCDOT Commuter Services section works with employers in the County to encourage commuter programs that are focused on reducing single occupancy driving and offering alternatives. While businesses are responsible for implementing the programs, MCDOT helps in program design, promotion and employee participation. The services are provided free to businesses and are designed to link available County, State and Federal resources to local businesses.

Employees working in the County can receive commuter benefits of up to \$315 per month, if their employer contributes \$25 per month toward the FareShare program. These benefits are tax-free for both employees and employers. Employers also can receive a tax credit for their contributions under the Maryland Commuter Choice program.

During the past year, MCDOT Commuter Services outreach representatives made more than 11,400 direct contacts with employers and conducted a total of 103,000 total contacts with employers using a variety of outreach methods. They also held more than 170 individual meetings with employers in Montgomery County.

One of those employers is Horizon, a local, owner-operated restaurant management company, headquartered in North Bethesda, which received this year's Incentives Award. Horizon operates nine McDonald's franchises with over 300 employees. The company provides incentives by developing a Transit-Aligned Work Schedule (TAWS) system that allows store managers to adjust for employees' public transportation schedules when planning and assigning work hours. Employees also receive a monthly transit subsidy of up to \$50 (\$25 for part-time employees), administered through Metro's SmartBenefits.

"I want to join MWCOG in recognizing Horizon for taking into account public transportation access when assigning shifts to employees," said MCDOT Director Chris Conklin. "MCDOT regularly adjusts Ride On bus routes and schedules to reflect public demand. We look forward to working further with the business community to promote public transportation-friendly solutions for employees."

The MWCOG Commuter Connections Awards program received nominations from employers throughout the region. Winners were selected for their dedication and ability to reduce gasoline consumption and greenhouse gas emissions through fewer vehicle trips and miles traveled, while creating measurable and sustainable commuter benefits for employees.

"The SmartBenefits program was easy to implement, offers a significant return on investment through increased employee retention, and provides an immediate, tangible benefit to my employees," says Kari Swenson, the co-owner of Horizon. "When I ask my employees what keeps them here, they say it's paid time off, and it's SmartBenefits."

Montgomery County businesses interested in expanding commuter options and benefits are urged to reach out to MCDOT's Commuter Services Section for more information, or to enroll in the FareShare program, by calling 240-777-8382 or emailing commuter.services@montgomerycountymd.gov.

For more information on MCDOT programs and services visit montgomerycountymd.gov/mcdot, follow @MCDOTNow on X, Facebook, and Instagram and subscribe to MCDOT's "Go Montgomery!" newsletter.

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Media Contact: Emily DeTitta, 240-372-2282



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Montgomery County Department of Transportation's Bike Drive Breaks Previous Record Collecting Over 300 Bikes

For Immediate Release: Wednesday, October 23, 2024



The Montgomery County Department of Transportation (MCDOT) sponsored the collection of child and adult bikes in a one-day event on Friday, Oct. 11 in Rockville. The event yielded 306 bicycles this year, which breaks last year's number of 297.

The bike collection event is in partnership with the Rockville Bike Hub, whose volunteers check the bikes. The bikes are then placed with Montgomery County residents in need through the BikeMatchMoCo program. Bikes that are not in good condition are distributed through Bikes for the World, an international bike donation program.

This was the sixth year that MCDOT sponsored a bike drive (no events were held during the two years of the COVID-19 health crisis). The drives have collected more than 1,350 donated bikes. However, the need is high, with over 300 County bike requests pending.

MCDOT's BikeMatchMoCo is a year-round program which has provided nearly 800 County residents with bikes donated by members of the community. Residents who wish to donate or receive a bike can do so by filling out the bike request form on MCDOT's website. Donated bikes must be in good working condition.

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Media Contact: Emily DeTitta, 240-372-2282



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