



Overview of Transportation Demand Management And Transportation Management Districts Montgomery County, Maryland

Prepared for the
**Greater Shady Grove
Transportation Management District
Advisory Committee**

May 4, 2016

**Montgomery County
Department of Transportation
Office of Transportation Policy
Commuter Services Section (CSS)**

Overview Outline (With Key Acronyms)

- Transportation Demand Management in County
= TDM
- Transportation Management Districts
= TMDs
- Developer & Employer Responsibilities
 - Traffic Mitigation Agreements (Developers) = TMAgs
 - Traffic Mitigation Plans (Employers) = TMPs
- Monitoring and Measuring: Results/Metrics
- TMD Funding

TDM & Commuter Services



- **Mission:**
Promote use of Alternative Modes to Single Occupant Vehicles (**SOVs**) to address congestion, air quality and sustainability
- **TDM = Transportation Demand Management**
“Any method of reducing demand for road capacity (primarily) during the peak period . . .”
(Enabling legislation)
- **Work Trips Are Primary Focus = “Commuting”**
 - Partnering w/ business community – employers, developers
 - Partnering w/ multi-family residential projects



TDM & Commuter Services

- **Backbone of TDM is Transit**
 - Commuter Services Section promotes all forms of transit, including Metrorail, Metrobus, Ride On, **MTA** buses, **MARC** Rail
- **Promote all other non-SOV commuting options (“modes”) and alternatives to commuting, including:**
 - Car/Van Pooling - Carsharing - Telework
 - Biking/Bikesharing - Walking - Alternative Work Schedules
- **Operate Transportation Management Districts (TMDs)**
 - TMDs focus TDM in the County’s most highly-urbanized areas





- **Facilitate and promote amenities & “adjuncts” to make it easier, more attractive, sensible to use commute options**
 - Clear, Easy-to-Use Information
 - Static Information – e.g., Timetables, Route maps
 - Dynamic / Real Time Information
 - Guaranteed Ride Home (GRH)
 - SmarTrip; SmartBenefits
 - Parking Management (Policies: “Parking Parity”)
 - Bikesharing / Car Sharing
 - Bike Paths / Racks / Lockers / Showers / Benefits
 - Pedestrian Amenities / Safety
 - Lighting, Landscaping, Security
 - Bus Shelters, Benches
 - Other Programs & Services

TMDs – Transportation Management Districts



- **Efforts Concentrated in 6 TMDs**
 - Silver Spring
 - Bethesda
 - Friendship Heights
 - North Bethesda
 - Greater Shady Grove
 - White Oak (future)
 - Additional Focal Areas Include: Medical Center (NIH/WRNMMC), Rockville, Wheaton
- **Mode Share & Other Goals for each TMD**
 - Goals Range from 18% - 50% Non-Auto Driver Mode Share (NADMS)
- **Advisory Committees for each TMD provide input from diverse perspectives**
 - Employers
 - Residents
 - Developers
 - Owners/Managers
 - Public Agencies
- **Beyond TMDs - Commuter Services are available throughout the County**
 - Over 3,800 employers with about 219,000 employees are involved in some way in Commuter Services programs

Why TDM?

Helps Communities

- Address traffic congestion & air quality concerns
- Make more efficient use of infrastructure – More bang for the buck!
- Provide more sustainable, economical land use patterns
- Improve workforce access & health
- Address Global Warming/Climate Change concerns

Helps Businesses

- Recruit & retain employees - Helps them find “*Better Ways to Work*”
- Reduce cost of commuting-related & other travel delays
- Reduce cost of office space & parking
- Reduce taxes, Be good corporate citizen
- Become a Certified Green Business – www.mcgreenbiz.org (+ LEED)

Helps Employees/Residents

- Reduce cost & stress of commuting, parking, gas, multi-car ownership
- Make better use of time
- Improve health, balance work & family concerns
- Reduce taxes

TMD Basics: Locations & Operations

6 TMDs:

Different development patterns, sizes, operating arrangements

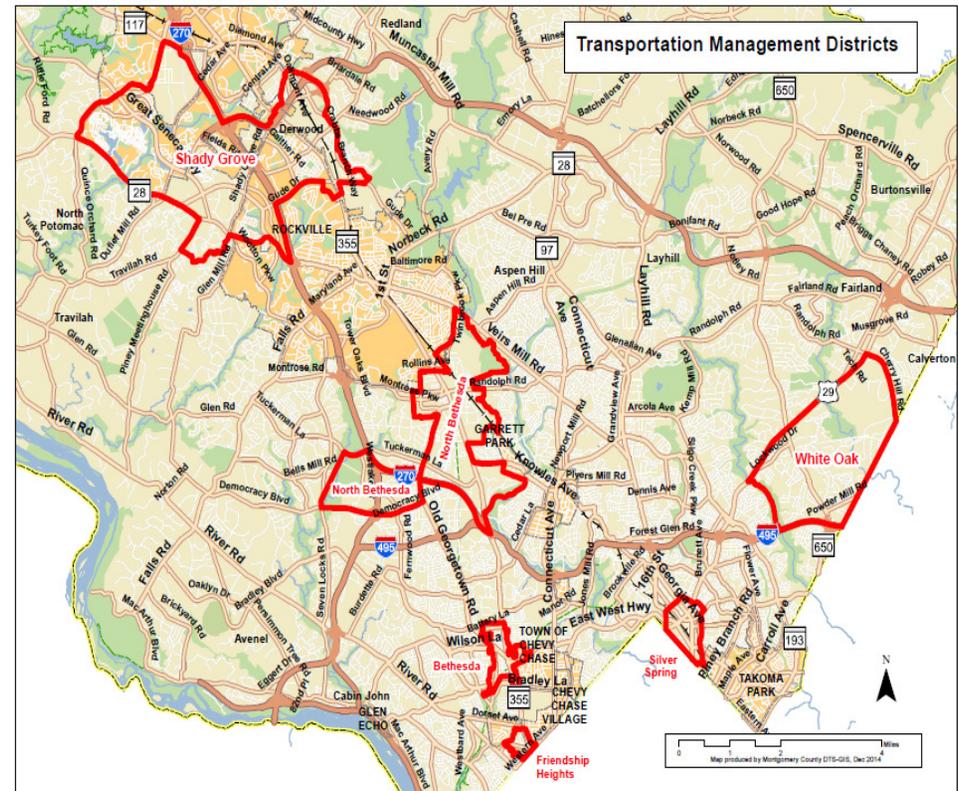
3 are operated directly by **MCDOT** with contractor assistance

- Silver Spring
- Friendship Heights
- Greater Shady Grove

2 are operated by contractors with MCDOT oversight:

- Bethesda – Operated by **BUP**
- North Bethesda – Operated by **TAP**

White Oak – Not yet funded



TMD Basics: General Goals



TMDs have four broad goals by law:

- Increase transportation capacity
- Reduce traffic congestion
- Reduce air and noise pollution
- Promote traffic safety and pedestrian (& bicycle) access

TMD Basics: Advisory Committees



TMD Advisory Committees provide input to TMD staff and the County from diverse perspectives:

- Employers – Large (50+ employees) & Small (< 50 employees)
- Building/Project Owner/Developer/Management representatives
- Residents of the TMD and surrounding areas
- Civic/business organization representatives – e.g., Chamber of Commerce
- Public Agency representatives (Non-Voting)
- Meetings are held monthly to quarterly (varies by TMD)

TMD Funding Sources

- **Transportation Management District Annual Fees**
 - Currently 10 cents per square foot non-residential floor space
 - Average 31 percent of total TMD funding
- **Developer Parking Reduction Program Fees**
 - Developer option under Zoning Ordinance (older projects)
- **Parking Management Revenues**
 - Non-PLD (Parking Lot District) Managed Parking (On- or Off-Street)
- **Other: Developers/Municipal/State Funding/Grants**
 - - E.g., Traffic Mitigation Agreements with Developers; Grants
- **General Fund**

Developer vs. Employer Requirements

- Developers – Traffic Mitigation Agreements (TMAGs)
 - For Projects in TMDs
 - Project approval conditions established by Planning Board
 - CSS works with other MCDOT offices to make recommendations; coordinate w/ M-NCPPC
 - Agreements negotiated using template as basis
 - Templates require relatively basic efforts by developer; if greater trip reduction necessary, or achieving goals is more challenging, more strategies required
 - Term (duration)
 - Most provisions run in perpetuity
 - Specific performance typically has a specific term
 - Recorded in land records
 - Performance guarantees (when required)
- Employers –Traffic Mitigation Plans (TMPs)
 - For Employers with 25+ Employees in TMDs
- Annual Reporting

6 Basic Elements of Developer TMAgs

- **Appoint TBC**
 - Transportation Benefits Coordinator
- **Facilitate access**
 - To tenants/employers, employees, &/or residents for information/education
- **Permit and facilitate use of space**
 - For on-site outreach/events
- **Provide permanent information displays**
 - In lobbies of building(s), employee break-rooms;
Includes Real Time Transit Information signs
- **Participate in Annual Commuter Survey**
 - Facilitate tenant/employer and employee/resident participation
- **File Annual Report**
 - Report on TDM activities & results



Working with Employers to Address Congestion

Requirements of County Code Sec. 42A-24

1. Develop a Traffic Mitigation Plan (TMP)

- Template provided by CSS showing required & optional elements
- On-line filing system for TMPs provided, use encouraged
- TMD staff provide assistance
- Advisory Committee reviews, makes recommendations to Director of MCDOT

2. Actively implement their TMP – Working with TMD staff

- Participate in CSS's Annual Commuter Survey
- Host employee outreach events, post & distribute information

3. Submit an Annual Report of Activities

- Template provided
- On-line filing system for Annual Report provided, use encouraged
- TMD staff provide assistance
- Advisory Committee reviews, makes recommendations to Director of MCDOT

Key Benefits for Both Employers & Employees

Transit/Vanpool benefits (Direct &/or Pre-Tax)

Tax-free total to \$255/month for both employers & employees
Pre-tax = reduced Payroll Taxes

Maryland tax credit – 50% to \$100/month/employee (as of 7/1/16)

Technical Assistance - Personalized help for employers/commuters

Information/Access

E-newsletter; e-blasts, updates on commuting-related info

Reduced Costs for Employers/Employees

Improved recruiting/retention, reduced parking needs

Reduced stress for employees

Improved morale

Recognition – **MWCOG** Employer Recognition Awards; Commuter Events, Contests & Prizes; County A²CE Awards (“Advocates for Alternative Commuting Excellence”)



A Higher Level: Enhanced Employer & Developer Participation – to Get Results



Examples: (Some only possible thru Developers, Others thru Employers or Bldg Owners/Mgrs)

- **Transit and/or Vanpool subsidies** for employees and/or residents at the site
- **Car/Van pool incentives** – reserved parking spaces in preferential locations
- **Carsharing incentives** (= short term rental program) – reserve parking spaces in preferential, visible locations; provide membership, rental discounts (e.g., “zipcar” is one carshare company)
- **Bicycle incentives** – weather-protected, secure racks/lockers sufficient to meet demand; lockers/showers; bicycle purchase discounts; safe, well-lit paths
- **Bikesharing** – provide space for station; pay capital/operating costs; memberships/usage fees
- **Walking incentives** – attractive, well-lit, safe sidewalks/paths; shoe discounts
- **Contribution to costs of additional transit service** - e.g., buses
- **Parking supply limits** (constrained supply)
- **Parking charges/Parking parity** – equalizing cost and support for parking and transit.
Goal: Level the Playing Field
- **Transit Centers; Real Time Signs/Systems** – Other transit amenities
- **Provide/support circulator shuttle** connecting with transit, other uses
- **Telework incentives** – laptop & other equipment discounts
- **Alternative Work Week** – Flexible/Staggered Work Hours, Compressed Work Week
- **Live Near Your Work** – Mortgage or rent incentives; providing information on options



Typical Events/Activities in TMDs

- Bike to Work Day – 3rd Friday each May (Regional Event)
- Car Free Day – September 22nd every year (International Event)
- Walk & Ride Campaign – 3 weeks each Fall
- Earth Day/Week/Month Events – April
- Annual Commuter Survey – 4 – 6 weeks each Spring or Fall
- Advisory Committee Meetings/Speakers/Presentations
- Individual Employer Meetings, Small Group Information Sessions
- Employer Recognition Events
- Employee outreach events, including Benefits Fairs, Contests, Prizes, Special Events
- Information Seminars/Training for TBCs, Employers & Community:
 - Topics Include Benefits, Telework, Changes in transit services, Parking information
- TMD staff attend meetings & events of other organizations to provide information, conduct outreach, obtain input
- TMD/TRiPS Stores staff provide one-on-one assistance to employers & commuters (*Commuter Connections*)
- TMD/CSS staff coordinate with other organizations in TMDs, County, Region, State:
 - E.g., Chambers of Commerce, MWCOG, WMATA, MTA, Civic Organizations, Municipalities



**WALK
& RIDE**

Results/Metrics



- **Annual Commuter Survey:**
 - Used to track achievement of several TMD goals, including:
 - Non-Auto Driver Mode Share (NADMS) in peak period
 - Transit Ridership; Mode Choices; Changes over time
 - Also used to provide & obtain information re marketing/outreach
- **Traffic Mitigation Plans (TMPs)**
 - Required of employers of 25+ in TMDs
 - Voluntary plans filed by some smaller employers
- **Employers with at Least One Transportation Control Measure (TCM)**
- **Employers with Transit Benefit Programs**
- **Developer Traffic Mitigation Agreements (TMAGs)**
- **Council of Governments Employer Outreach Metrics**

Results/Metrics – NADMS-E in TMDs Non-Auto Driver Mode Share for Employees in Peak Period*



Annual Commuter Survey Results

	<u>NADMS-E Goal</u>	<u>2011</u>	<u>2012</u>	<u>2014</u>	<u>2015</u>
Silver Spring TMD	46%	46%	55%	39% ^(?)	53.2%
Friendship Heights TMD	39%	39%	41%	42%	38.9%
Bethesda TMD	37%	36%	42%	34%	38.3%
North Bethesda TMD	39%	25%	24%	27%	28.2%
White Flint Sector Plan	34 % (Phase I)	38%	30%	34%	41.0%
Greater Shady Grove TMD	**	9%	15%	16%	16.0%
Life Sciences Center	18% (Stage 1)	10%	16%	16%	14.5%

* A.M. Peak Period = 7 – 9 AM

** No NADMS goal has been established for the overall GSGTMD

? – 2014 Silver Spring results reflect non-participation of NOAA, large employer with typically high NADMS due to high level of transit benefits

Results/Metrics – Transit Use in TMDs A.M. Peak Period*



Annual Commuter Survey Results

	<u>Transit Goal</u>	<u>2011</u>	<u>2012</u>	<u>2014</u>	<u>2015</u>
Silver Spring TMD	25%	30%	39%	24% ^(?)	37.5%
Friendship Heights TMD	**	26%	30%	31%	27.0%
Bethesda TMD	26%	27%	30%	26%	27.7%
North Bethesda TMD	16%	14%	12%	15%	15.3%
White Flint Sector Plan	**	24%	17%	21%	27.8%
Greater Shady Grove TMD	**	4%	7%	5%	6.8%
Life Sciences Center	**	3%	9%	8%	6.7%

* A.M. Peak Period = 7 – 9 AM

** No Transit Use goal established

? – 2014 Silver Spring results reflect non-participation of NOAA, large employer with typically high NADMS due to high level of transit benefits

Results/Metrics: Traffic Mitigation Plans (TMPs) Filings by Employers of 25+ Employees in TMDs



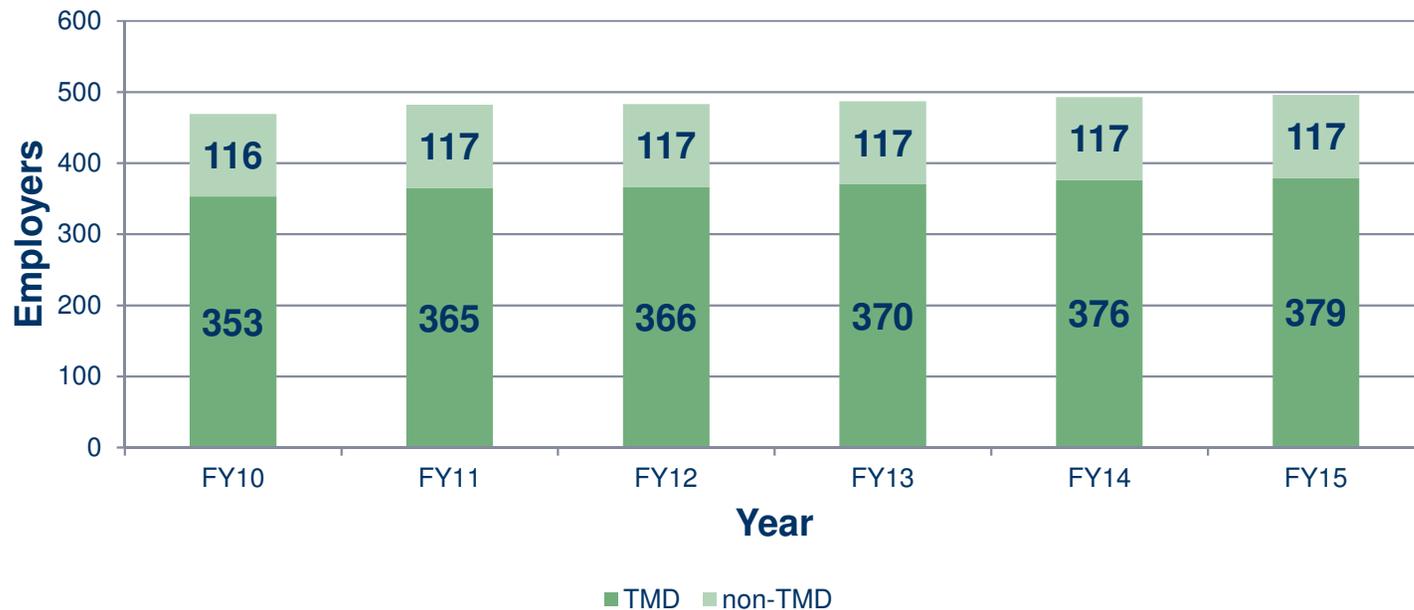
- Silver Spring TMD
 - 70 employers
with 8,500 employees
- North Bethesda TMD
 - 120 employers
with 16,000 employees
- Bethesda TMD
 - 157 employers
with 11,200 employees
- Friendship Heights TMD
 - 32 employers
with 4,600 employees
- Greater Shady Grove TMD
 - 28 employers
with 2,300 employees
- Overall Results :
 - **440 TMPs Filed**
(including 50 Voluntary TMPs)
 - **Approximately 50,000 Employees at Worksites Covered by TMPs**





Results/Metrics: Employers with Transit Benefit Programs

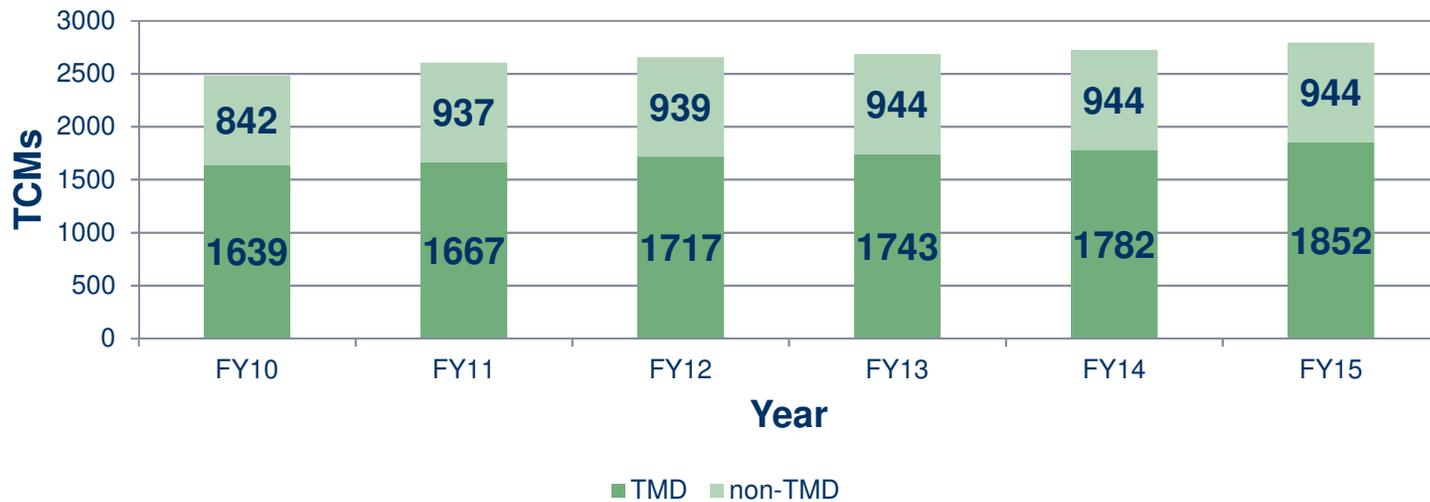
Number of Employers Offering Fare Media/Transit Benefits Programs



Results/Metrics: Employers with at Least One Transportation Control Measure (TCM)



Transportation Control Measures (TCMs) at FY End



Results/Metrics: Developer TMAGs (Traffic Mitigation Agreements)

TMD	TMAGs Completed Since 2000	TMAGs Currently Pending	Completed Since 2000		Currently Pending (as of 1/8/2016)	
			Total Commercial SF	Total Residential DUs	Total Commercial SF	Total Residential DUs
Bethesda	20	1	1,568,193	837	7,000	72
North Bethesda	20	1	2,515,861	1,195	46,000	974
Friendship Heights	2	0	1,108,645	433	0	0
Silver Spring	22	1	1,396,693	3,403	461	2,335
Greater Shady Grove	7	2	707,089	1,677	362,638	2,210
Areas Outside TMDs	13	0	1,046,836	314	0	0
Total	84	5	8,343,317	7,859	416,099	5,591

Council of Governments Employer Outreach Results/Metrics

Report to MWCOC/Commuter Connections for FY2015

Report to MWCOC/Commuter Connections for FY2015				
Employer Contacts		Employers with 100+ employees	Employers with <100 employees	Total
1	Employers Contacted (new) (calls, letters, e-mail, vmxs)	57	274	331
	New TELEWORK Contacts	1	0	1
2	Employers Contacted (follow-up) (calls, letters, e-mail, vmxs)	822	4,297	5,119
	TELEWORK follow-ups	4	2	6
3	Total Broadcast Contacts (mass outreach)	8,848	82,723	91,571
4	Total Sales Meetings (in-person contacts-includes 1:1 & employers attending seminars/presentations; excludes fairs)	95	298	393
	Grand Total Employers Contacted (sum of rows 1 thru 4)	9,827	87,594	97,421
	Grand Total less Broadcasts	979	4,871	5,850
New TDM Programs				
	New Level 1 TDM Programs	5	24	29
	New Level 2 TDM Programs	5	47	52
	New Level 3 TDM Programs	0	7	7
	New Level 4 TDM Programs	4	0	4
	New Telework Programs	2	0	2

FY16 TMD Budgets & TMD Fee Revenue Projections

TMD	FY16 Budget	Projected TMD Fee Revenue	
		\$	%
Bethesda	664,429	155,400	23
North Bethesda	603,239	155,400	26
Silver Spring	357,350	58,400	16
Friendship Heights	294,710	125,400	43
Greater Shady Grove	251,799	120,400	48
White Oak	0	0	0
Total – All TMDs	2,171,527	615,000	31

For More Information

Contact Information:

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Other TDM Resources:

www.vtpe.org

www.nctr.usf.edu/clearinghouse

<http://www.nctr.usf.edu/ABE50/othsites.htm>

<http://www.cutr.usf.edu/index2.htm>

www.actweb.org

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