



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

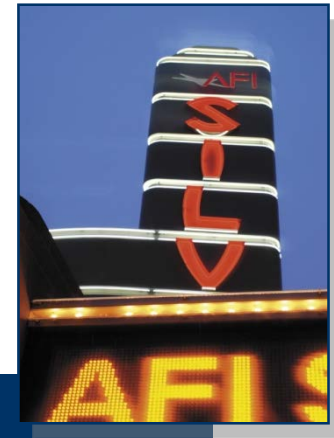
September 15, 2020

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

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:**
 - Telework - Alternative Work Schedules - Car/Van Pooling - Walking
 - Biking/Bikesharing - E-scooter (Micromobility)
- **Operate Transportation Management Districts (TMDs)**
 - TMDs focus TDM in the County’s most highly-urbanized areas

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 4,400 employers with about 600,000 employees are involved in some way in Commuter Services programs

Why TDM?

Helps Communities

- Address traffic congestion & air quality concerns
- 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 office space & parking
- 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

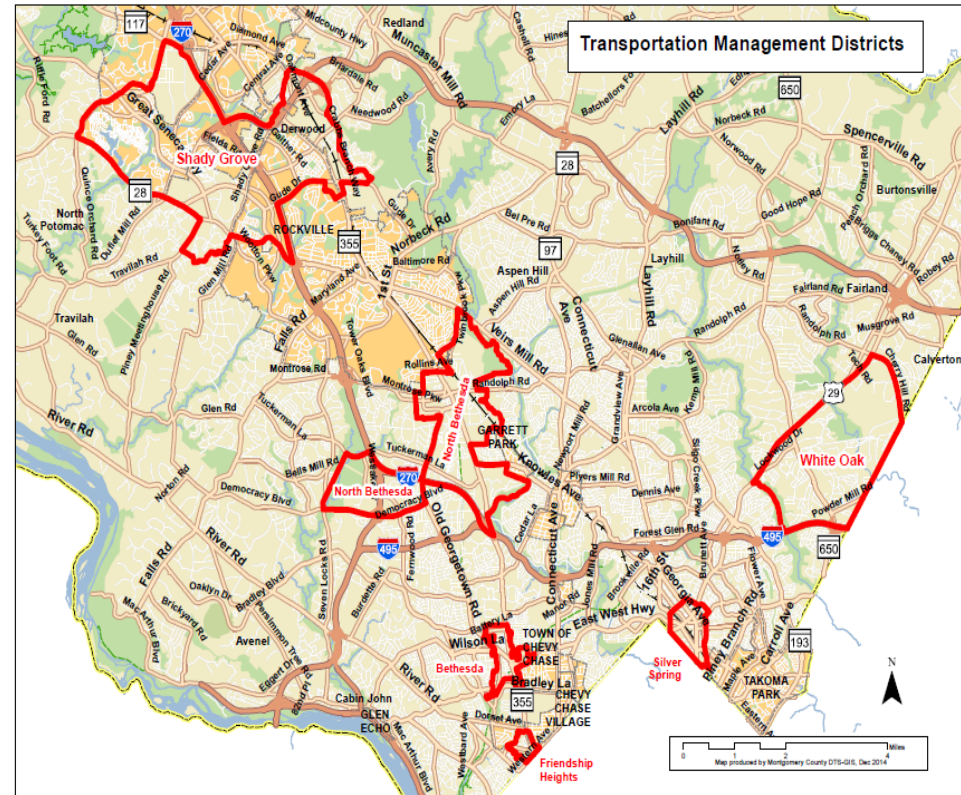
3 are operated directly by **MCDOT** with contractor assistance

- Silver Spring
- Friendship Heights
- Greater Shady Grove

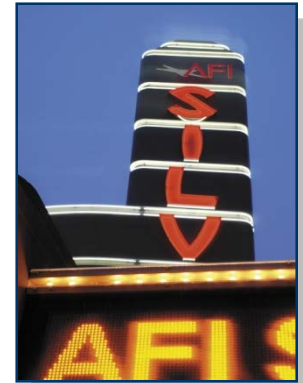
2 are operated by contractors with MCDOT oversight:

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

White Oak – Not yet funded



TMD Basics: 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 Demand Management Annual Fees**
 - Currently 10 cents per square foot non-residential floor space
 - Average 30 percent of total TMD funding
- **Parking Management Revenues**
 - Non-PLD (Parking Lot District) Managed Parking (On- or Off-Street)
- **Other: Municipal/State Funding/Grants**
- **General Fund**

Key Benefits for Both Employers & Employees

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

Tax-free total to \$270/month for both employers & employees

Pre-tax = reduced Payroll Taxes

FareShare Transit Benefit subsidy program

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

Technical Assistance - Personalized help for employers/commuters

Information/Access

Social Media (i.e. Twitter and Instagram) digital Media, CSS website, webinars, virtual meetings, 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

NextGen TDM Legislation-Bill 36-18

Increases Effectiveness of County TDM Programs to Support Multi-Modal Options

- Extends TDM/multi-modal approaches to a broader segment of the County
- Requires TDM for all new developments over certain sizes – Commercial, MF Residential, Mixed Use
- Requires TDM for all employers over certain sizes, depending on geographic location
- Requires TDM for all areas of the County except the Ag Reserve

Streamlines Process for Implementing TDM with New Developments

- Reduces need for protracted negotiations during development process
- Developers select strategies they think will be most effective for their project
- TDM Plan is a check-list rather than extensive legal agreement (TMAg)

Provides Flexibility/Fairness to Developers While Increasing Accountability

- Provides more choices of TDM strategies, tailored to type of project, geography, availability of transportation options
- Provides ability to adjust, change TDM strategies over time, depending on what's working and what isn't, changes in technology, options available

Social Media Marketing

Instagram:

- Avg. 2-4 posts per day
- Top posts: Covid Corps, Metro, Shared Streets/Open Roads
- 58% increase in followers during COVID

Twitter:

- 8 to 12 posts per day
- Avg. 5.2K impressions per day
- Top Tweet Topics during COVID
- 42% increase in followers during COVID

FareShare Marketing Campaign:

- Digital Ads on WTOP
- Native Content Article – WTOP
- Social Media Posts
- Boosted Tweet



@mococommuter



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
- Bi-Annual Commuter Survey – 4 – 6 weeks each Spring or Fall
- Advisory Committee Meetings/Speakers/Presentations
- Individual Employer Meetings, Small Group Information Sessions
- Employee outreach events, including Benefits Fairs, Contests, Prizes, Special Events
- Learn to Ride and E-Scooter Training classes
- 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



- **Bi-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
- **Employers with at Least One Transportation Control Measure (TCM)**
- **Employers with Transit Benefit Programs**
- **Council of Governments Employer Outreach Metrics**

TDM During COVID 19 Pandemic

- Telework webinars
- Employer Telework surveys
- Telework consulting services
- Increased use of digital messaging
- Monthly/weekly email blasts
- Increased messaging through social media
- Virtual employer meetings and CIDs
- Return to transit digital marketing campaign.

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>2014</u>	<u>2015</u>	<u>2018</u>	<u>2020</u>
Silver Spring TMD	46%	39%	53%	57%	54%
Friendship Heights TMD	39%	42%	39%	44%	48%
Bethesda TMD	37%	34%	38%	37%	34%
North Bethesda TMD	39%	27%	28%	29%	31%
White Flint Sector Plan	34 % (Phase I)	34%	41%	38%	41%
Greater Shady Grove TMD	**	16%	16%	20%	13%
Life Sciences Center	18% (Stage 1)	16%	15%	19%	15%

* A.M. Peak Period = 7 – 9 AM

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

Council of Governments Employer Outreach Results/Metrics

Report to MWCOG/Commuter Connections for YTD FY2019

	Employer Contacts	Employers with 100+ employees	Employers with <100 employees	Total
1	Employers Contacted (new) (calls, letters, e-mail, vmxs)	0	249	249
	New TELEWORK Contacts	0	60	60
2	Employers Contacted (follow-up) (calls, letters, e-mail, vmxs)	2,031	5,746	7,777
	TELEWORK follow-ups	0	0	0
3	Total Broadcast Contacts (mass outreach)	23,830	62,639	86,469
4	Total Sales Meetings (in-person contacts-includes 1:1 & employers attending seminars/presentations; excludes fairs)	111	247	358
	Grand Total Employers Contacted (sum of rows 1 thru 4)	25,972	68,941	94,913
	Grand Total less Broadcasts	2,142	6,302	8,444
	New TDM Programs			
	New Level 1 TDM Programs	0	18	18
	New Level 2 TDM Programs	0	33	33
	New Level 3 TDM Programs	2	25	27
	New Level 4 TDM Programs	1	1	2
	New Telework Programs	0	0	0

For More Information

Contact Information:

Montgomery County Commuter Services

Department of Transportation
Office of Transportation Policy
101 Monroe Street –10th Floor
Rockville, MD 20850

www.montgomerycountymd.gov/commute

Gary Erenrich, Special Assistant to the Director

Transportation Policy

(240) 777-7156

gary.erenrich@montgomerycountymd.gov

Sandra L. Brecher, Chief

Commuter Services Section

(240) 777-8383

sandra.brecher@montgomerycountymd.gov

Other TDM Resources:

www.vtppi.org

www.nctr.usf.edu/clearinghouse

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

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

www.actweb.org

Michelle Golden

Commuter Services Section

(240) 777-8386

240-876-7141

michelle.golden@montgomerycountymd.gov