



# Overview of Commuter Services Programs and Services

Prepared for the  
**The September 2023 Regional TDM Marketing Group meeting**

**September 19<sup>th</sup> 2023**

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

# 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

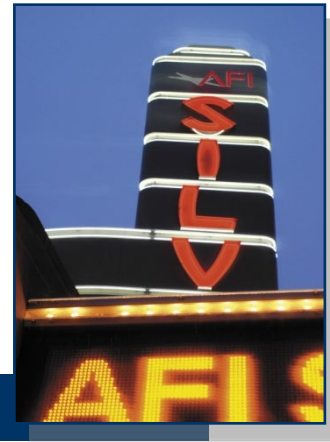


# TDM & Commuter Services

- **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

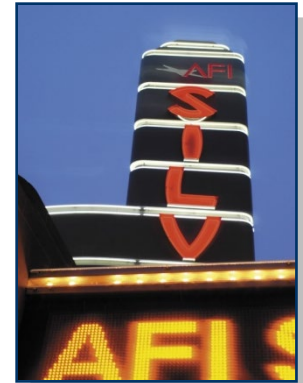


# TMDs – Transportation Management Districts



- **Efforts Concentrated in 6 TMDs**
  - Silver Spring
  - Bethesda
  - Friendship Heights
  - North Bethesda
  - Greater Shady Grove
  - White Oak
- **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

## TMD Basics: General Goals



### **TMDs have four broad goals by law:**

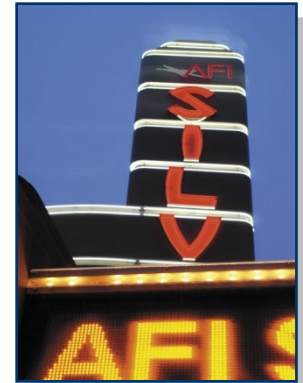
- Increase transportation capacity
- Reduce traffic congestion
- Reduce air and noise pollution
- Promote traffic safety and pedestrian (& bicycle) access

# 6 Basic Elements of Developer Traffic Demand Management Plan

- **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



# 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)

# Marketing and Outreach Activities

- Establish and maintain relationships with employers, multi-residential property managers and other County agencies
- Conduct Commuter Information Events (CIDs) on a regular basis in person or virtual
- Weekly/monthly eblasts to communicate upcoming events, transit updates etc.
- Monthly CSS newsletter and coordinate information in the Go Montgomery Department newsletter
- Attend Chamber meetings and special events
- Advertise programs in Chamber Directories (i.e. FareShare, Bikeshare)
- Mobile Commuter store conducts outreach and attends special events



# Adding New Focus Areas outside of the TMDs

- Plans to conduct commuter and employer outreach and marketing using contractor services to highly urbanized areas such as:
  - Germantown
  - Glenmont
  - Wheaton

# Expanding TDM Countywide

- **Travel Smart Ambassador Program**

The position of Travel Smart Ambassador focuses on increasing awareness and use of the entire range of transportation options for many types of trip purposes. The position will be responsible for initiating programs and services to implement actions called for in the County's Climate Action Plan (CAP), along with other transportation initiatives, to help reduce GHG emissions.

Marketing and outreach will focus on target populations including such as minority, disadvantaged, lower income, seniors, disabled residents of Equity Emphasis Areas and children and youth, immigrant communities, new residents, residents of multi-unit residential and single-family neighborhoods along transit corridors

- **Facilitate and promote amenities & to make it easier, more attractive, sensible to use commute and travel 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 / Micro-mobility
  - Bike Paths / Racks / Lockers / Showers / Benefits
  - Bus Shelters, Benches
  - Other Programs & Services

# TDM & Commuter Services Programs

- **FareShare** - The FareShare Program encourages the use of transit and vanpooling by employees working in Montgomery County by reimbursing a portion of employer contributions. The County will reimburse employers cost of transit benefits for their employees less \$25 up to the 2023 maximum of \$300
- **Telework Policy Consulting Services** – Free telework consultant offered by the County to assist in policy development and/or establishing metrics to evaluate performance
- **Commuter Information Days (on site or virtual)**
- **Bi-annual Commuter and Multi-Residential Survey**



# Typical Events/Activities in the



- Bike to Work Day – 3<sup>rd</sup> Friday each May (Regional Event)
- Car Free Day – September 22<sup>nd</sup> 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
- 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**

# For More Information

## Contact Information:

### Montgomery County Commuter Services

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[www.montgomerycountymd.gov/commute](http://www.montgomerycountymd.gov/commute)

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## Other TDM Resources:

[www.vtppi.org](http://www.vtppi.org)

[www.nctr.usf.edu/clearinghouse](http://www.nctr.usf.edu/clearinghouse)

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

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

[www.actweb.org](http://www.actweb.org)

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