



NextGen TDM: Increasing the Effectiveness of Transportation Demand Management in Montgomery County

**Metropolitan Washington
Council of Governments
Commuter Connections
Subcommittee**

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**Department of Transportation
Office of Transportation Policy**



Transportation Demand Management (TDM) and Commuter Services

- **Mission:**
Promote use of Alternative Modes to Single Occupant Vehicles (SOVs) to address congestion, air quality, sustainability & climate change
- **TDM = Transportation Demand Management**
“Any method of reducing demand for road capacity (primarily) during the peak period . . .”
(Enabling legislation)
- **Primarily Work Trip Focused = Employer/Developer Components Are Key:**
 - Partnering w/ business/employment community
 - Increasingly TMDs include goals for commuting by residents of the area



www.montgomerycountymd.gov/commute

TDM & Commuter Services



- **Backbone of TDM is Transit**

- Promote all forms of transit, including Metrorail, Metrobus, Ride On, MTA buses, MARC Rail
- + Future Transit: Purple Line, Flash, BRT

- **Promote all other non-SOV travel options/”modes”**

- Car/Van Pooling - Carsharing - Telework - Alternative Work Schedules
- Biking - Bikesharing - Personal Mobility Devices (e.g., e-scooters) - Walking

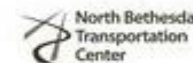
- **Operate Transportation Management Districts (TMDs)**

- Focused on most highly-urbanized areas of County



- **Operate 2 TRiPS Commuter Stores**

- 1 in Silver Spring Transit Center, 1 Mobile Commuter Store – to make it easier to use options



TDM & Commuter Services



| 16th & M (northbound) | | 3:21 |
|-----------------------|-----------------------|------|
| S4 | Silver Spring Station | 0 |
| S1 | 16th & Colorado | 0 |
| S9 | Silver Spring Station | 3 |
| S2 | Silver Spring Station | 7 |

| 16th & M (southbound) | | 3:21 |
|-----------------------|------------------|------|
| S4 | Federal Triangle | 7 |
| S9 | Franklin Square | 9 |
| S2 | Federal Triangle | 11 |

| M Farragut North | | 8:00 |
|------------------|-------------|------|
| RD | Glenmont | 2 |
| RD | Shady Grove | 2 |

- Facilitate and promote amenities & “adjuncts” to make it easier, more attractive/sensible & greener to use commute options + 1st Mile/Last Mile Connections
 - ❑ Clear, Easy-to-Use Information
 - Static Information – e.g., Timetables, Route maps
 - Dynamic / Real Time Signs
 - ❑ Guaranteed Ride Home (GRH) regional program (+ enhanced options)
 - ❑ SmarTrip; SmartBenefits – *FareShare* Transit/Vanpool Subsidies
 - ❑ Parking Management (& policies promoting “Parking Parity”)
 - ❑ Bikesharing / Car Sharing / Personal Mobility Devices (e.g. e-scooters)
 - ❑ Bike Paths / Racks / Lockers / Showers / Bike Benefits
 - ❑ Pedestrian Safety & Amenities
 - ❑ Lighting, Landscaping, Security
 - ❑ Bus Shelters, Benches
 - ❑ EV Charging





Why Transportation Demand Management?

Helps Communities

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

Helps Businesses

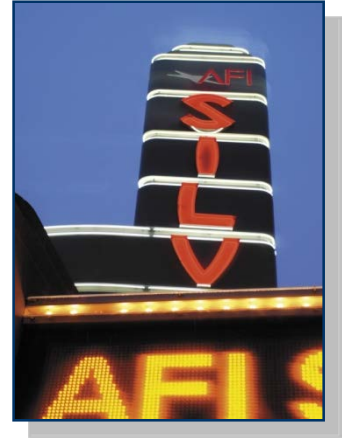
- Recruit & retain employees - Helps them find “*Better Ways to Work*”
- Reduce cost of commuting-related & other travel delays
- Reduce cost of office space & parking
- Reduce taxes, Be good corporate citizen
- Become a Certified Green Business – www.mcgreenbiz.org (+ LEED)

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

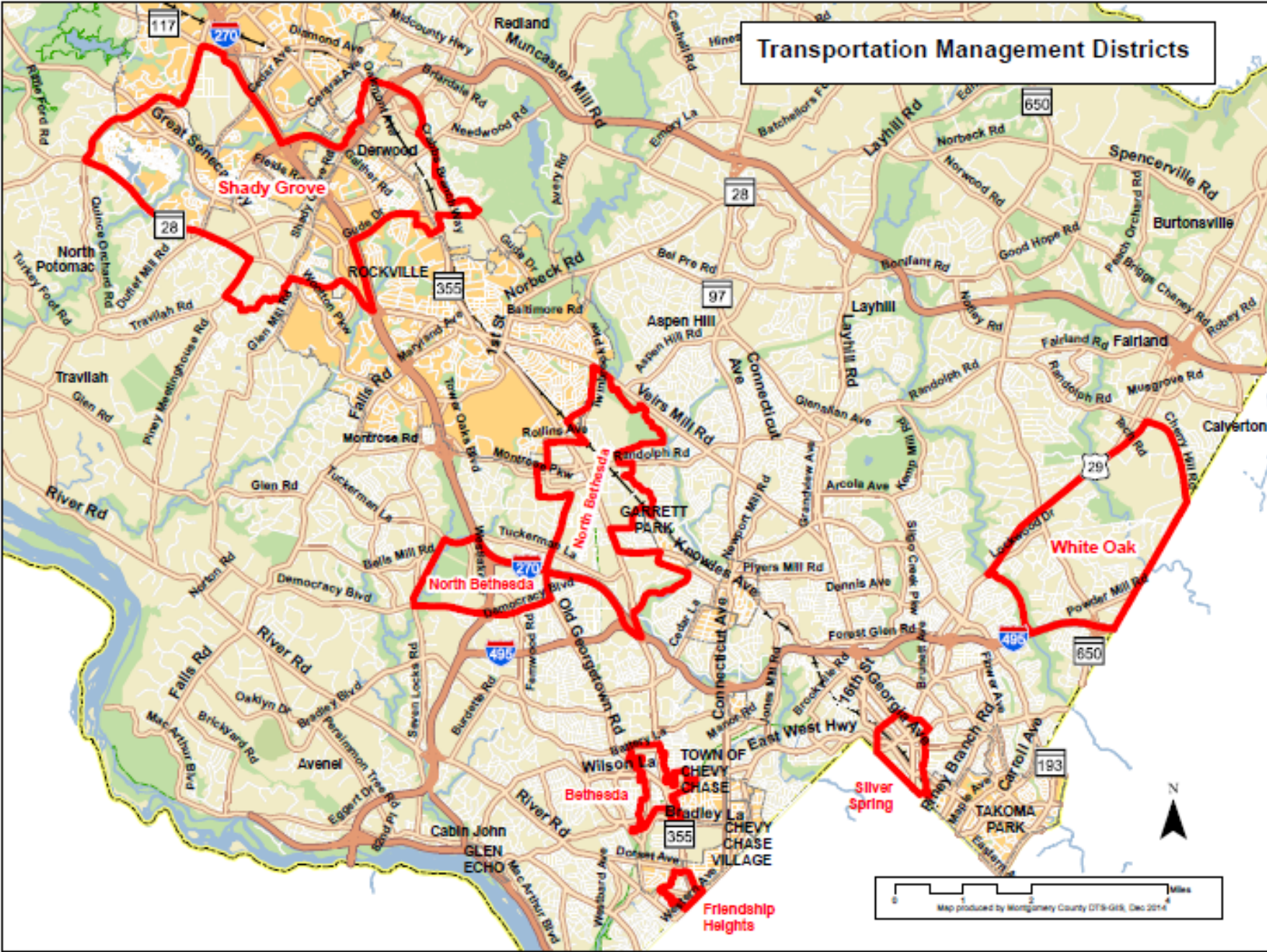


Transportation Management Districts (TMDs)



- **TDM Efforts Concentrated in 6 TMDs**
 - Silver Spring
 - Bethesda
 - Friendship Heights
 - North Bethesda
 - Greater Shady Grove
 - White Oak (unfunded)
 - Additional Focus Areas Include: Medical Center (NIH/WR), Rockville, Wheaton
- **Mode Share & Other Goals for each TMD**
 - Goals Range from 18% - 55% Non-Auto Driver Mode Share (NADMS)
- **Advisory Committees for each TMD provide input from diverse perspectives**
 - Employers
 - Residents
 - Developers
 - Owners/Managers
 - Public Agencies
- **Commuter Services works with businesses throughout the County**
 - Over 4,000 employers with about 200,000 employees participate in some way in these programs

Transportation Management Districts



Map produced by Montgomery County DT&GIS, Dec 2014

Results – NADMS-E in TMDs in A.M. Peak Period* (Non-Auto Driver Mode Share for Emloyees)



MCDOT Commuter Survey Results

(Survey conducted bi-annually)

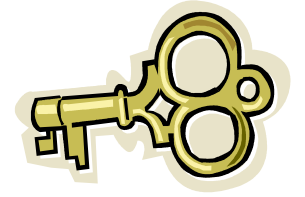
| | <u>NADMS-E Goal</u> | <u>2012 (FY13)</u> | <u>2014 (FY14)</u> | <u>2015 (FY16)</u> | <u>2017 (FY18)</u> |
|-------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|
| Silver Spring TMD | 46% | 55% | 39% ^(?) | 53% | 57% |
| Friendship Heights TMD | 39% | 41% | 42% | 39% | 44% |
| Bethesda TMD | 37% (now 55%**) | 42% | 34% | 38% | 37% |
| North Bethesda TMD | 39% | 24% | 27% | 28% | 29% |
| White Flint Sector Plan | 34 % (Phase I) | 30% | 34% | 41% | 38% |
| Greater Shady Grove TMD | *** | 15% | 16% | 15% | 20% |
| Life Sciences Center | 18% (Stage 1) | 16% | 16% | 14% | 19% |

* A.M. Peak Period = 7 – 9 AM

** Bethesda TMD goal revised in 2017 Master Plan to 55% combined for employees & residents

*** No NADMS goal has been established for the overall GSG TMD

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



Key Goals of Bill 36-18 -- “NextGen TDM”

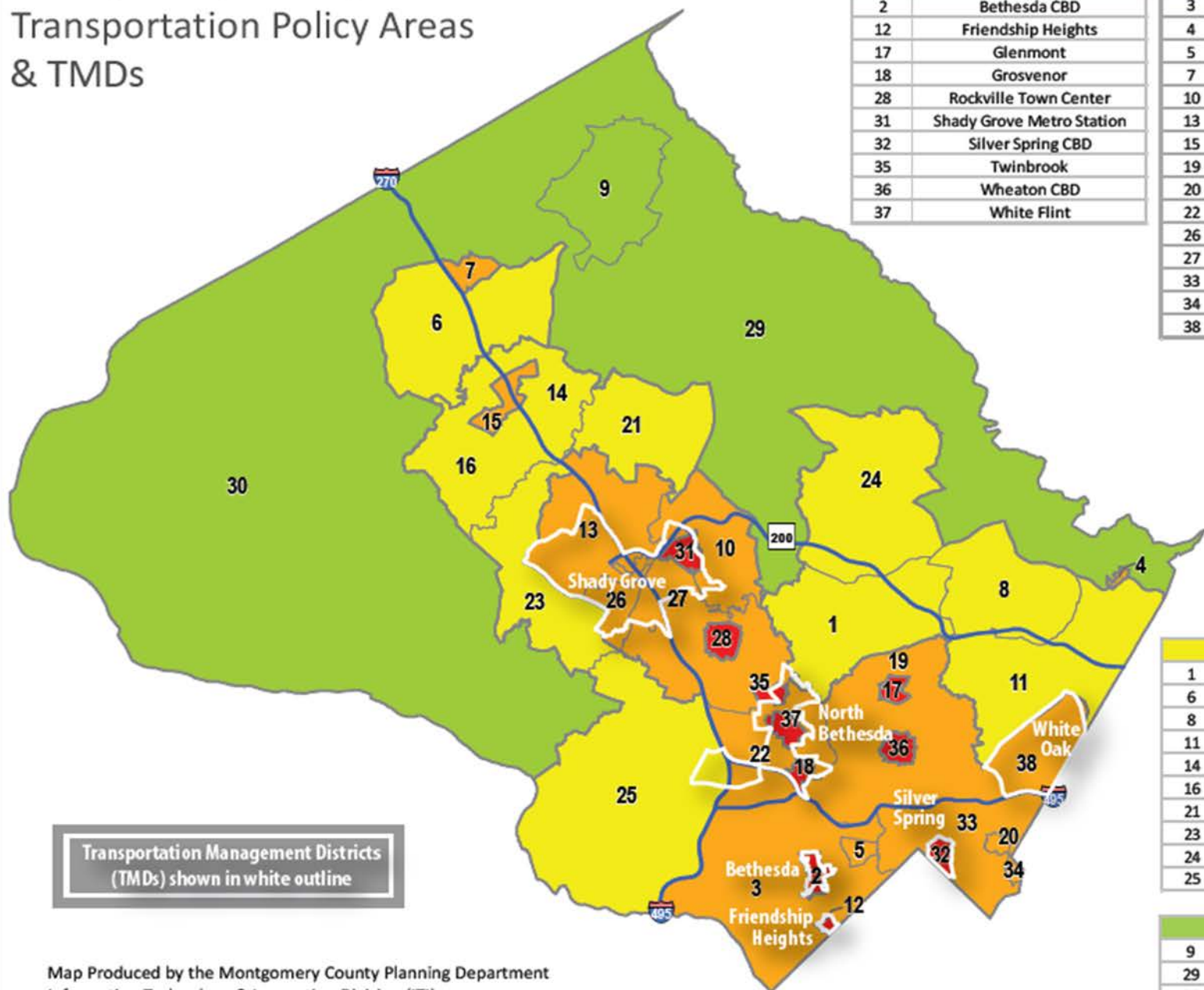
- **Streamline Process**
 - Reduce need for negotiation with developers during project review
 - Shorten time for approval of TDM programs and overall project
- **Provide Flexibility**
 - Provide more choices of TDM strategies, tailored to type of project, geography, availability of transportation options
 - Provide ability to make adjustments, change strategies over time
- **Ensure Fairness**
 - Clarify requirements, including costs to new development projects
 - Improve consistency and predictability
- **Increase Effectiveness**
 - Extend TDM/multi-modal approaches to broader segment of the County
 - Improve monitoring, reporting & enforcement
 - Provide incentives/disincentives to promote goal achievement
 - Enhance ability to achieve County’s transportation goals

Process



- White Flint Sector Plan TDM Analysis – Technical studies re how to achieve aggressive goals: New tools needed.
- County Working Group Formed – Comprised of staff of multiple Executive Branch Departments, Council & M-NCPPC
- Outreach – Open houses, Presentations with Planning Board, department heads, multiple other stakeholders/interested groups
- Bill 36-18 – Introduced under Leggett Administration Public Hearing - Held by Council in Fall 2018
- MCDOT Review – Public hearing testimony, Ongoing input from other stakeholders/interested groups
- Revisions to Proposed Bill – Recommended by County Executive Elrich early 2019
- Council Transportation & Environment (T&E) Committee – Multiple worksessions, further revisions
- Revised version of bill adopted by Council December 2019 – Effective March 2020

Montgomery County Transportation Policy Areas & TMDs



| Red (MSPAs) | |
|-------------|---------------------------|
| 2 | Bethesda CBD |
| 12 | Friendship Heights |
| 17 | Glenmont |
| 18 | Grosvenor |
| 28 | Rockville Town Center |
| 31 | Shady Grove Metro Station |
| 32 | Silver Spring CBD |
| 35 | Twinbrook |
| 36 | Wheaton CBD |
| 37 | White Flint |

| Orange | |
|--------|------------------------------|
| 3 | Bethesda/Chevy Chase |
| 4 | Burtonsville Town Center |
| 5 | Chevy Chase Lake Master Plan |
| 7 | Clarksburg Town Center |
| 10 | Derwood |
| 13 | Gaithersburg City |
| 15 | Germantown Town Center |
| 19 | Kensington/Wheaton |
| 20 | Long Branch Sector Plan |
| 22 | North Bethesda |
| 26 | R&D Village |
| 27 | Rockville City |
| 33 | Silver Spring/Takoma Park |
| 34 | Takoma/Langley |
| 38 | White Oak |

| Yellow | |
|--------|----------------------------|
| 1 | Aspen Hill |
| 6 | Clarksburg |
| 8 | Cloverly |
| 11 | Fairland/Colesville |
| 14 | Germantown East |
| 16 | Germantown West |
| 21 | Montgomery Village/Airpark |
| 23 | North Potomac |
| 24 | Olney |
| 25 | Potomac |

| Green | |
|-------|------------|
| 9 | Damascus |
| 29 | Rural East |
| 30 | Rural West |

Transportation Management Districts (TMDs) shown in white outline

Map Produced by the Montgomery County Planning Department
Information Technology & Innovation Division (ITI)
August 2, 2018

Map overlaid with TMDs by Montgomery County DTS-GIS on 10/17/18

NextGen TDM: Bill 36-18 Changes for Employers

More Employers Covered + Change in Terminology

Former Code Requirements:

Employers located in TMDs who have 25 or more employees are required to:

- File a “Traffic Mitigation Plan” (TMP)
- Report annually on the TDM measures they are implementing
 - Participate in the Commuter Survey
- **MCDOT provides online templates for the TMP and the Annual Report**
 - Plan & Annual Report can be completed and filed online

Revised Code Under NextGen:

- TMPs now called **Employer TDM Plans** but have similar requirements as before
- Employers of the following sizes located in these Policy Areas must file TDM Plans/Reports:

Red – ≥ 25 employees

Orange – ≥ 100 employees

Yellow – ≥ 200 employees

NextGen TDM: Bill 36-18 – Revisions to Code Changes for New Development Projects

- Extends TDM to more new development projects in broader portion of County – excluding SF- & TH-only projects
- Incorporates Subdivision Staging Transportation Policy Areas/Color Categories
- Focuses on achieving Master Plan/TMD/Policy Area commuting goals – primarily NADMS (Non-Auto Driver Mode Share)
- Eliminates Traffic Mitigation Agreements (TMAGs) for New Developments
- Instead: New developments submit Project-Based TDM Plans based on size & location of project:

Three Levels of Project-Based TDM Plans (Based on GFA): Basic, Action, Results

| Subdivision Staging Policy Area (Color Classification) | No Requirements | Level 1: TDM Basic Plan | Level 2: TDM Action Plan | Level 3: TDM Results Plan |
|--|-----------------|-------------------------|--------------------------|---|
| Red Areas | Not Applicable | ≤40K | Not Applicable | >40K |
| Orange Areas | <40K | 40K-80K | >80-160K | >160K |
| Yellow Areas | <60K | 60K – 150K | >150K | Not required – May be used upon request |

NON-AUTO DRIVER MODE SHARE (NADMS) GOALS

| | Transportation Policy Area | NADMS Employees | NADMS Residential |
|-----------|--|---|---|
| 2 | Bethesda TMD | 55% blended for residents and workers | |
| 5 | Chevy Chase Lake Master Plan Area | 36 % | 49% |
| 12 | Friendship Heights TMD | 39% | |
| | Great Seneca Science Corridor Master Plan | 18% before Stage 2 23% before Stage 3 28% before Stage 4 | |
| 26 | Greater Shady Grove TMD | 12.5% transit | 25% transit elsewhere |
| 31 | | | 35% transit in Shady Grove Metro Station Policy Area |
| 18 | Grosvenor Strathmore Metro Area | Blended goal 50% | |
| 20 | Long Branch Sector Plan | 36% | 49% |
| | <u>Lyttonsville</u> Sector Plan | | 50% |
| 35 | <u>Twinbrook</u> Metro Area / North Bethesda TMD | 39% | 30% |
| 14 | Rock Spring Master Plan | 23% | 41% |
| 32 | Silver Spring TMD | 46% existing 50% new | |
| 37 | White Flint / North Bethesda TMD | 34% for Phase 1 for Plan area 42% for Phase 2 for Plan area 50% employees for Phase 3 | 51% for residents for Phase 3 |
| 37 | White Flint 2 / North Bethesda TMD | 34% Phase 1 27% Phase 1 east of tracks 42% Phase 2 35% Phase 2 east of tracks 50% Phase 3 42% Phase 3 east of tracks | 34% Phase 2 27% Phase 1 east of tracks 42% Phase 2 35% Phase 2 east of tracks 51% Phase 3 42% phase 3 east of tracks |
| 38 | White Oak | 25% all new commercial and residential development in the White Oak Center and Hillandale Center 30% all new commercial and residential development in the Life Science/FDA Village Center | |
| 36 | Wheaton CBD | 30% | |
| | Areas Without Specific Goals | 5% above existing NADMS | 5% above existing NADMS |

Project-Based TDM Plans – Key Components*



- **Level 1: Basic Program – Bare minimum**
 - Appoint contact person, cooperate with County program efforts
 - Facilitate outreach on-site
 - Provide Real Time and other TDM-related information
 - Otherwise relies on County programs
- **Level 2: Action Program – Mid-range commitment: Must contribute to achieving TMD goal**
 - Commitment to implement specific strategies
 - Minimum funding commitment for on-site program – based on TDM Fee (currently 10 ¢/ SF)
 - Self-monitoring, reporting
 - Addition/substitution of program elements if progress not being made
 - Modest increases required in funding of on-site program for non-performance – based on TDM fee
 - Performance incentives for ongoing contribution toward area goal
- **Level 3: Results Program – Highest level commitment: Must achieve TMD/Project goal – All the Above, Plus**
 - Independent monitoring
 - More substantial increases in on-site funding if goal not met after multiple monitoring periods - based on TDM fee
 - Performance incentives for ongoing project goal achievement

* Some elements listed are in proposed Exec Regs. See Related Chart: “TDM Plan Components for New Development Projects”

| Project-Based TDM Plan Components | | | | |
|---|------------------------|--------------------------------|---------------------------------|---|
| for New Development Projects | | | | |
| (Based on Project GFA) | | | | |
| Subdivision Staging Policy Area (Color Classification) | No Requirements | Level 1: TDM Basic Plan | Level 2: TDM Action Plan | Level 3: TDM Results Plan |
| Red Areas | Not Applicable | ≤40K | Not Applicable | >40K |
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| Yellow Areas | <60K | 60K – 150K | >150K | Not required – May be used upon request |
| Required TDM Plan Components | | | | |
| Appoint contact person | | X | X | X |
| Facilitate outreach/information to on-site population | | X | X | X |
| Provide Real Time and other TDM-related information | | X | X | X |
| Coordinate/Cooperate with County Program & Basic Strategies | | X | X | X |
| Commitment to Additional TDM Strategies Selected by Applicant (See Sample List of Strategies) | | | X | X |
| Minimum Financial Commitment | | | 50% of Annual TDM Fee | 100% of Annual TDM Fee |

| Project-Based TDM Plan Components for New Development Projects (Based on Project GFA) | | | | |
|---|--------------------|----------------------------|--|--|
| Subdivision Staging Policy Area (Color Classification) | No Requirements | Level 1: TDM Basic Plan | Level 2: TDM Action Plan | Level 3: TDM Results Plan |
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| Orange Areas | <40K | 40K-80K | >80-160K | >160K |
| Yellow Areas | <60K | 60K – 150K | >150K | Not required – May be used upon request |
| Required TDM Plan Components | | | | |
| Self-Monitoring - Every 2 years | | | X | X |
| Independent Monitoring - Beginning in 6 th year | | | | X |
| Biennial Report | | | X | X |
| Addition/Substitution of TDM Strategies | | | X | X |
| Added Funding for On- Site Program - Beginning 6th year if no progress/goal achievement | | | One Multiple of Annual TDM Fees to augment Project's program, or provided to County program | 6 th year = 2X Annual TDM Fees 8th year = 4X Annual TDM Fees To augment Project's program |
| Performance Incentives - For 10 years of ongoing progress/goal achievement | | | 50% of Annual TDM Fee for contributing toward achievement of TMD goals | 50% of Annual TDM Fee for achievement of TMD goal |

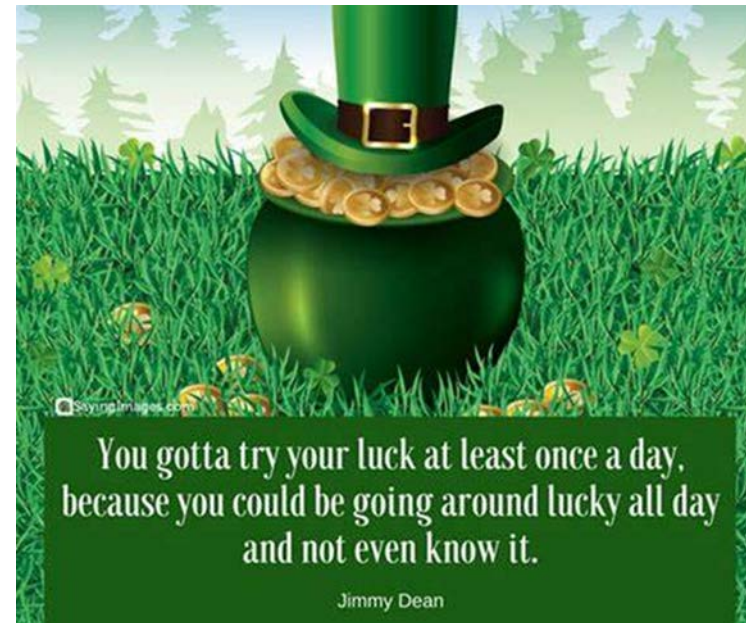
Why Bill 36-18 is Important for Both Economic Development & Climate Change

- **Montgomery County's continued economic vitality requires growth – which can create additional traffic, pollution & GHG emissions.**
 - County can work more effectively with employers & developers to support growth and economic development while addressing impacts.
- **Programs & services available to help employers attract and retain employees + reduce costs (commuting benefits, office space, parking).**
 - *FareShare*, pre-tax payroll deduction, telework, bikeshare, State tax credits provide opportunity to assist employees with commuting costs while saving employers money & reducing transportation impacts.
- **Requirements for businesses & developers, programs, services & outreach have been focused on 6 TMDs. But traffic is generated throughout the County.**
 - Bill 36-18 expands these programs & services to a broader portion of the County, impacting the types of businesses & developments we will have & how well we can meet the challenges ahead – including Climate Change.

Next Steps

- ❖ Executive Regulation
- ❖ Create new TMDs
 - ❖ By Council Resolution
- ❖ Establish NADMS goals for all Policy Areas
 - ❖ Excluding Agricultural Reserve
- ❖ Determine funding/sources

❖ Wish us luck!



Questions? Contacts & Resources

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

Other TDM Resources:

www.commuterconnections.org
www.vtppi.org
<http://www.nctr.usf.edu/ABE50/othersites.htm>
<http://www.cutr.usf.edu/index2.htm>
www.actweb.org

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