



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

## Transportation Planning Board Technical Committee

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and  
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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](http://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

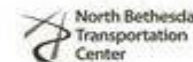
- **Operate Transportation Management Districts (TMDs)**

- 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

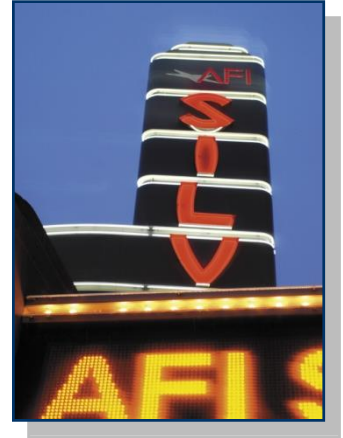
M Farragut North		8:00
RD	Glenmont	2
RD	Shady Grove	2

- Facilitate and promote amenities & “adjuncts” to make it easier, more attractive/sensible & greener to use commute options + 1<sup>st</sup> 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



# Transportation Management Districts (TMDs)



- **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



# 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](http://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



# 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%

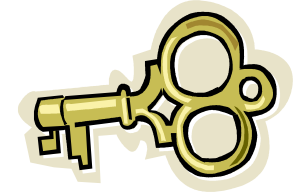
\* A.M. Peak Period = 7 – 9 AM

\*\* 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
- **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

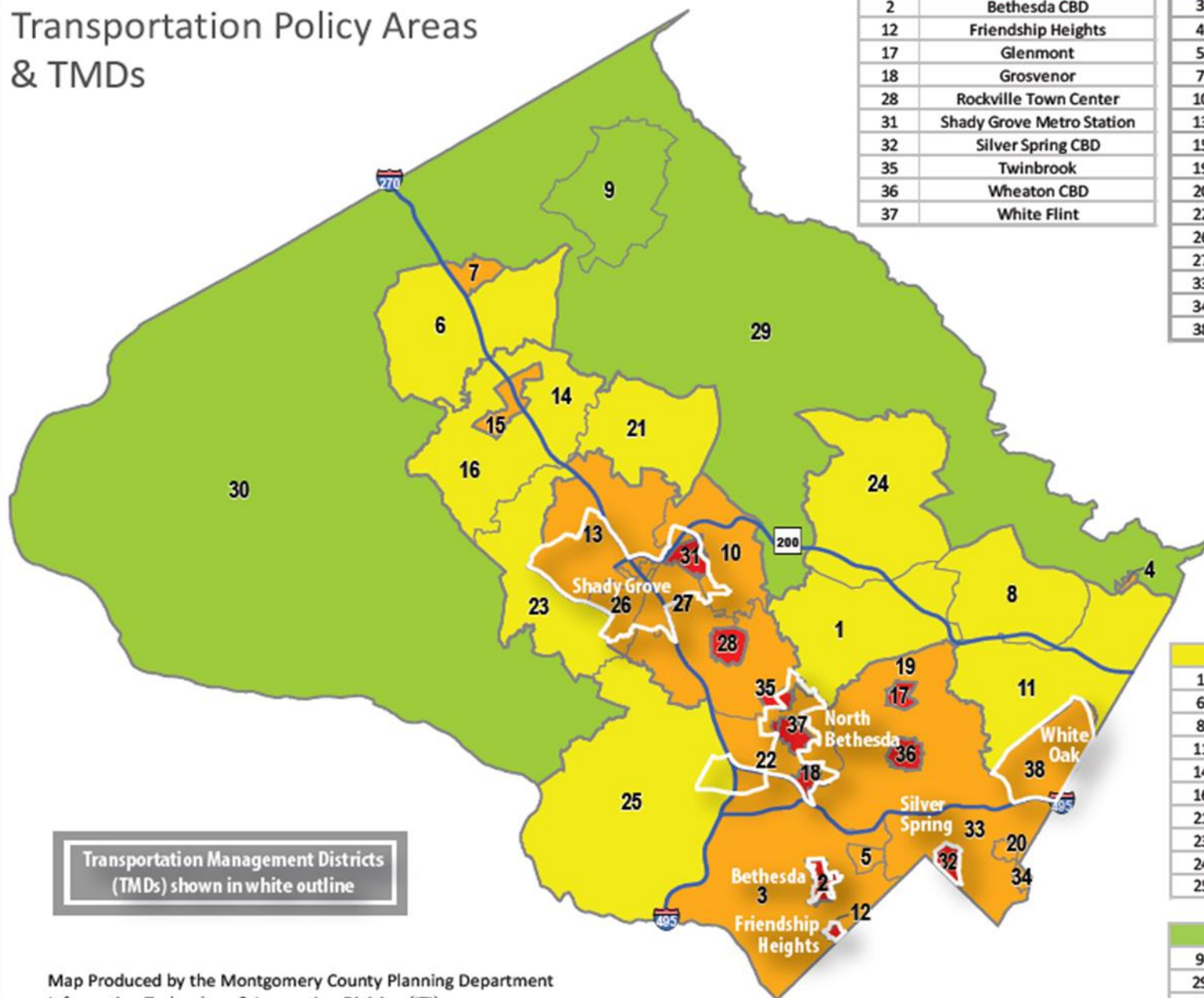


# Process



- 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
- Next Steps:
  - Executive Regulation
  - Create new TMDs by Council Resolution
  - Establish NADMS goals for all Policy Areas (excluding Agricultural Reserve)
  - Determine funding/sources

# 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
<b>2</b>	Bethesda TMD	55% blended for residents and workers	
<b>5</b>	Chevy Chase Lake Master Plan Area	36 %	49%
<b>12</b>	Friendship Heights TMD	39%	
	Great Seneca Science Corridor Master Plan	18% before Stage 2 23% before Stage 3 28% before Stage 4	
<b>26</b>	Greater Shady Grove TMD	12.5% transit	25% transit elsewhere
<b>31</b>			35% transit in Shady Grove Metro Station Policy Area
<b>18</b>	Grosvenor Strathmore Metro Area	Blended goal 50%	
<b>20</b>	Long Branch Sector Plan	36%	49%
	<u>Lyttonsville</u> Sector Plan		50%
<b>35</b>	<u>Twinbrook</u> Metro Area / North Bethesda TMD	39%	30%
<b>14</b>	Rock Spring Master Plan	23%	41%
<b>32</b>	Silver Spring TMD	46% existing 50% new	
<b>37</b>	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
<b>37</b>	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
<b>38</b>	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	
<b>36</b>	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
  - 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
  - Performance incentives for ongoing contribution toward area goal
- **Level 3: Results Program** – Highest level commitment: **Must achieve** TMD/Project goal
  - Independent monitoring
  - More substantial increases in on-site funding if goal not met after multiple monitoring periods
  - Performance incentives for ongoing project goal achievement

\* See Related Chart: “TDM Plan Components for New Development Projects”



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



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
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 <sup>th</sup> 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 <sup>th</sup> 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.

# Questions? Contacts & Resources

<p><b>Contact Information:</b></p>	
<p><b>Montgomery County Commuter Services</b>          Department of Transportation          Office of Transportation Policy          101 Monroe Street –10<sup>th</sup> Floor          Rockville, MD 20850  <a href="http://www.montgomerycountymd.gov/commute">www.montgomerycountymd.gov/commute</a></p> <p><b>Other TDM Resources:</b>  <a href="http://www.vtppi.org">www.vtppi.org</a>  <a href="http://www.nctr.usf.edu/clearinghouse">www.nctr.usf.edu/clearinghouse</a>  <a href="http://www.nctr.usf.edu/ABE50/othersites.htm">http://www.nctr.usf.edu/ABE50/othersites.htm</a>  <a href="http://www.cutr.usf.edu/index2.htm">http://www.cutr.usf.edu/index2.htm</a>  <a href="http://www.actweb.org">www.actweb.org</a></p>	<p><b>Chris Conklin, Director</b>  <b>Montgomery County Department of Transportation</b>          (240) 777-7198  <a href="mailto:Chris.Conklin@montgomerycountymd.gov">Chris.Conklin@montgomerycountymd.gov</a></p> <p><b>Gary Erenrich, Special Assistant to the Director</b>          (240) 777-7156  <a href="mailto:Gary.Erenrich@montgomerycountymd.gov">Gary.Erenrich@montgomerycountymd.gov</a></p> <p><b>Sandra L. Brecher, Chief</b>  <b>Commuter Services Section</b>          (240) 777-8383  <a href="mailto:Sandra.Brecher@montgomerycountymd.gov">Sandra.Brecher@montgomerycountymd.gov</a></p>

