

**Bethesda Transportation Management District**  
*Bethesda Transportation Solutions*  
**Montgomery County, Maryland**

BIENNIAL REPORT  
FY2016 – FY2017



Operating under a contract between Montgomery County, Maryland and the  
Bethesda Urban Partnership



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# Bethesda Transportation Management District Montgomery County, Maryland

## Biennial Report FY2016 - FY2017

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## I. EXECUTIVE SUMMARY

This report describes the activities and performance of the Bethesda Transportation Management District (TMD) for fiscal years 2016 and 2017, which began July 1, 2015 and ended June 30, 2017. Bethesda Urban Partnership (BUP) is the Transportation Management Organization (TMO) for Downtown Bethesda and has been in operation for 14 years. The Bethesda Transportation Management District was adopted into legislation on February 23, 1999 with County Council Resolution Number 14-56. On December 20, 1999 a contract was signed with Montgomery County for BUP to operate the Transportation Management District. The Bethesda Urban Partnership created the name Bethesda Transportation Solutions (BTS) as a marketing tool for the Transportation Management District.

The Transportation Management District's mission as stated in the contract is "promotion of a major shift of travel from drive-alone use to transit, carpooling and other alternatives." Bethesda Transportation Solutions uses a variety of strategies to achieve this objective including: promoting transit; providing ride matching services to encourage carpooling; promoting commuter benefits programs; informing employers of tax incentives; informing employees about the Guaranteed Ride Home Program; and encouraging bicycling and walking for those who live near their work.

The staging plan as outlined in the 1994 Bethesda Central Business District Sector Plan recommends evaluation of Transportation Demand Management (TDM) performance in part by monitoring the mode share of Downtown Bethesda employees. The Bethesda Transportation Management District met and exceeded the Stage I goal of 32% non-auto driver mode share (NADMS) in 2002. In 2004, the Maryland-National Capital Park and Planning Commission recommended proceeding to Stage II in the Sector Plan in Downtown Bethesda, which set a goal of 37% non-auto driver mode share, which was met in 2007. The results of the 2015 Commuter Survey indicate a non-auto driver mode share of 38% (including telework and compressed work weeks).

In May, 2017, a new Downtown Bethesda Sector Plan was adopted. Along with recommendations about Bethesda's roadways, future transit plans, and amenities for bicyclists and pedestrians, there is a new goal for the Bethesda Transportation Management District, Bethesda Transportation Solutions, to expand the existing non-auto driver mode share to include residents and increase the average combined goal to 55%.

This report takes a comprehensive look at the programs and services marketed to employers in the Transportation Management District, as well as trends in transit ridership, and inventory of public and private parking facilities. The report also includes results and analysis of the 2016 Commuter Survey. There was no Commuter Survey in the 2017 fiscal year. Key elements are summarized below, organized according to sections of the report.

### **Bethesda Transportation Management District Performance Highlights**

#### **A. Operations, Programs, Services, Participation**

- The number of bicyclists registering for Bike to Work Day in Downtown Bethesda has been holding steady at about 700 cyclists, making the Bethesda event consistently the largest in the State of Maryland and the third largest in the region.
- Two companies have been recognized with awards from the Metropolitan Washington

Council of Governments. In 2016, United Educators won for their Telework Program. In 2017, the American Society of Health-System Pharmacists won for their Marketing program. Six other companies were recognized with Honorable Mentions.

- Bethesda Transportation Solutions held weekly Commuter Information Events in office buildings throughout Downtown Bethesda, partnering with local retailers and vendors when appropriate. Bethesda Transportation Solutions staff also worked with many large employers to host private Commuter Information Events.
- In FY2016 and FY2017, Bethesda Transportation Solutions coordinated with the Washington Area Bicyclist Association and Montgomery County Commuter Services to host “Confident City Cycling” classes in the Transportation Management District. Bethesda Transportation Solutions promoted the classes to Bethesda employers and employees through emails to employer contacts, the BTS newsletter and website. The employer representatives on the Bethesda Transportation Solutions Advisory Committee promoted the class to their employees, with several Bethesda employees registering for the class.
- Bethesda Transportation Solutions’ website, [www.bethesdatransit.org](http://www.bethesdatransit.org), was redesigned in FY2016 continues to serve the community as the premier site for commuting information in Bethesda.
- With the introduction of Capital Bikeshare Bethesda in 2013, Bethesda Transportation Solutions focused on attending community bicycling meetings to develop relationships with stakeholders of bike sharing in the County.
- In FY2016, Bethesda Transportation Solutions was amongst the first agencies in the region to produce a guide to Metro’s SafeTrack Maintenance Program. The “SafeTrack Survival Guide” was produced by Bethesda Transportation Solutions staff and distributed to employees and also by neighborhood associations.
- The Commuter Solutions Newsletter’s monthly readership continues to grow and become more interactive. In 2014, the percentage of readers that opened the emailed newsletter was 16%. In FY2015, that percentage jumped to 19%, and has remained steady despite the fact that the email list has grown by 500 addresses since the FY2014-FY2015 Biennial Report.

## **B. TMD Commuting Profile**

- The Bethesda Transportation Management District continues to perform well by meeting and exceeding the goals outlined in the Subdivision Staging Policy (SSP) (formerly the Annual Growth Policy, or AGP). The non-auto driver mode share, including telework and compressed work schedules, was 38% in FY2016 (the 2015 Commuter Survey) which exceeds the goal stated in Stage 2 of the 1994 Sector Plan.
- The number of commuters biking and walking to their job site in Downtown Bethesda continues to be above the national average of 3%. In 2015, 5% of commuters walked or biked to Downtown Bethesda during the peak period, according to the Commuter Survey.
- Employees who telework and/or work compressed work schedules are also rising. In the 2014 survey, only 2% of respondents reported teleworking or working compressed work schedules.

In 2015, that number had risen to 5%.

### C. Traffic, Parking and Transit Ridership Trends

- Ridership at the Bethesda Metro station had declined slightly in FY2010, but was back into and upward trend by the end of FY2011. This trend has continued through FY2017. Media coverage and community concerns about Metro's overall reliability and safety, as well as the condition of the Bethesda Metro Station have impacted ridership negatively.
- The Bethesda Circulator's ridership is continuing its upward trend. In FY2016, 378,567 riders had hopped on the bus. In FY2017, that number had risen to 419,501.
- The FY2014 Montgomery County launch of Capital Bikeshare and the subsequent expansion of the number of docks in Bethesda have greatly increased the amount of bicyclists in Downtown Bethesda, but these cyclists may not be captured by the Annual Commuter Survey due to the spontaneous nature of Bikeshare rentals and the fact that the Survey asks for respondents to list their primary mode. For example, if a commuter took a Bikeshare bike to the Metrorail station, they would be required to respond that their mode was "Metrorail." Capital Bikeshare statistics show that most of the usage in Montgomery County occurs during morning and evening peak hours weekdays and the most popular stations being around the Bethesda Metro and the bike trails.
- Although transit ridership has been fluctuating in recent years, the overall transit picture remains strong, with more employees taking advantage of their company's benefits and incentive programs.

### D. Emerging Trends and Next Steps

- Bethesda Transportation Solutions will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBCs) in Downtown Bethesda. Staff will continue to develop relationships and network with Transportation Benefit Coordinators and Bethesda Transportation Solutions assists them in complying with the Montgomery County law 42A requiring businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan (TMP) and Annual Reports with the County's Department of Transportation.
- Bethesda Transportation Solutions has worked diligently with employers to keep them apprised of changes in the administration of transit benefits. This includes the promotion of all changes and workshops regarding those changes presented by Metro or Montgomery County, and individual assistance when necessary.
- Bethesda Transportation Solutions will continue to work with its partners to promote programs and services that will move Bethesda towards the new mode share goal established in 2017, while continuing to reduce single occupancy trips and promoting economic growth.
- Bethesda Transportation Solutions will continue to work with new Bethesda employers and provide their employees with door-to-door routing information for transportation options into Bethesda.



## II. INTRODUCTION

Downtown Bethesda is fully established as a retail, dining and business destination in the region, a boon that also perpetuates the need for traffic mitigation efforts. Bethesda Transportation Solutions (BTS), operating as a division of the Bethesda Urban Partnership (BUP), works diligently to facilitate active partnerships with commuters, employers, civic associations, local governments as well as community members to improve traffic congestion.

The federal government's push to expand telework fostered greater acceptance of the practice, and Bethesda Transportation Solutions worked hard to stress not only the economic benefits of allowing employees to work remotely, but also the ability to conduct business during emergencies and inclement weather. In addition, Congress allowed the IRS to increase the allowable limit on transit benefits to \$230 to be in line with parking benefits, thus enabling employers to increase their transit benefits. Employees interested in changing their commutes to save money and/or reduce their impact on the environment, sought out the free information and assistance Bethesda Transportation Solutions is known for in the downtown. Companies also seemed more interested in growing their Health & Wellness benefits, and have looked to Bethesda Transportation Solutions for assistance in areas of bike commuting and other ways to help their employees be healthier on their way to and from work.

Employers play a critical role in employees' transportation choices, making employer-based marketing the most effective strategy for reducing congestion. Bethesda Transportation Solutions works directly with Transportation Benefits Coordinators (TBCs) to help employers establish alternative commute benefits packages. Bethesda Transportation Solutions also distributes information during weekly Commuter Information Days about rideshare matching, the Guaranteed Ride Home program, bicycle and pedestrian safety, transit maps and teleworking.

Since 2003, Bethesda Transportation Solutions has assisted Bethesda companies to comply with a Montgomery County law, which requires every employer within the Transportation Management District (boundaries shown on the map in Figure 2.1, next page), with 25 or more full or part-time employees to submit a Traffic Mitigation Plan (TMP) within 90 days of notification from the County's Department of Transportation. The law also requires these companies to submit an Annual Report of their progress. Bethesda Transportation Solutions staff works closely with Transportation Benefits Coordinators to ensure the Traffic Mitigation Plans and Annual Reports are completed on time.

In Montgomery County, Subdivision Staging Policy (SSP) (formerly the Annual Growth Policy, or AGP) sets several transportation objectives by which the performance of the Bethesda TMD is measured. The Subdivision Staging Policy is concerned with traffic volume, function of intersections, average vehicle occupancy, long-term parking supply and use, and the use of alternative commute modes. Bethesda Transportation Solutions reports on the annual performance and activities of the Transportation Management District and demonstrates how the Transportation Management District has performed in relation to the transportation objectives specified in the Sector Plan.

This report offers a comprehensive look at the Transportation Management District's operations, services, activities and performance from July 2015 through June 2017. It presents comparisons of annual performance so the Transportation Management District's progress in meeting Subdivision Staging Policy objectives can be clearly tracked and evaluated. Please note: acronyms used throughout this report are defined at first mention, and are also included in a glossary found in Appendix I for easy reference.

Figure 2.1  
Map of Bethesda Transportation Management District



Source: Montgomery County DOT

### III. TMD OPERATIONS, PROGRAMS and SERVICES

#### A. TMD Objectives

The primary goal of the Bethesda Transportation Management District (TMD) is to mitigate traffic congestion in the Central Business District during peak morning and evening commute times. In creating the Bethesda TMD, the Montgomery County Council outlined four broad goals:

- Increase transportation capacity
- Reduce traffic congestion
- Reduce air and noise pollution
- Promote traffic safety and pedestrian access

#### B. TMD Operations

##### *Organization*

Bethesda Transportation Solutions (BTS) operates as a division of the Bethesda Urban Partnership (BUP), which has a contract with Montgomery County to manage the TMD of downtown Bethesda. The contract is managed by the Department of Transportation, Division of Transit Services' Commuter Services section.

##### *Staffing*

The BUP office provides staffing and operational support for the TMD through the Director of BTS, Employee and Employer Outreach Specialists, a Transportation Specialist, Customer Service and Marketing staff.

Staff for BTS is located in the BUP offices at 7700 Old Georgetown Road, between Woodmont Avenue and Arlington Road. A plethora of transit and commuting resources are available for free in the reception area of the office, and staff are readily on hand to answer questions and assist with carpool connections and parking permits, Monday through Friday, 8:30 a.m. to 5:00 p.m.

##### *Funding*

Bethesda's TMD is funded through a grant from Montgomery County's Department of Transportation (MCDOT). BTS also raises sponsorship money from local businesses to help support annual events such as the Walk & Ride Challenge and the Bethesda Pit Stop on Bike to Work Day. However, these events are primarily funded by the contract with MCDOT.

##### *Advisory Committee*

Members of the Bethesda TMD Advisory Committee are appointed to three-year terms by the BUP Board of Directors and provide advice and recommendations to BTS staff, the BUP Board of Directors, Montgomery County's Department of Transportation (MCDOT), and the County Executive on the transportation system and TMD-related policies, programs and operations. **Table 3.1** provides the list of Advisory Committee members in FY2016 and FY2017.

The 11-member panel consists of three members nominated by The Greater Bethesda-Chevy Chase Chamber of Commerce, four members nominated by the Western Montgomery County Citizens Advisory Board (two residents of the TMD and two residents of adjacent neighborhoods), two employers of fewer than 50 employees in the TMD and two employees of 50 or more employees in the TMD.

Five non-voting members represent the Bethesda-Chevy Chase Services Center, Montgomery County DOT, County Planning Board, County Police Department and the National Institutes of Health and/or the National Naval Medical Center.

The Advisory Committee's responsibilities include:

- Proposing guidelines for Traffic Mitigation Agreements;
- Monitoring the implementation of Traffic Mitigation Agreements;
- Evaluating progress in attaining the commute goals of the SSP;
- Recommending government, private or joint actions necessary to facilitate attainment of the commuting goals;
- Advising on parking policy;
- Reviewing traffic patterns and control measures;
- Advising the County Executive on Bethesda TMD operations, budgeting and expenditures;
- Submitting comments and recommendations for biennial report; and
- Providing comments and recommendations on Traffic Mitigation Plans and on Annual Reports submitted by employers.

### **C. TMD Marketing & Outreach Programs**

Educating employers and employees about their transportation options and making those alternative modes available is critical to reducing single-occupancy vehicle trips and increasing transit ridership.

Marketing and employer outreach strategies appeal to the commuter's personal needs such as saving money and time, as well as reducing stress. Other incentives emphasized are: helping the environment; relieving traffic congestion; and promoting economic vitality. The following are the objectives of BTS' marketing and outreach efforts:

- Recruiting and retaining employer/employee participation;
- Establishing partnerships with businesses and affinity organizations;
- Fostering relationships with companies in Downtown Bethesda;
- Maintaining relationships with building property managers for commuter events;
- Developing a clear, consistent and coherent message; and
- Identifying transportation needs and facilitating solutions.



**Table 3.1**  
**Bethesda Transportation Management District Advisory Committee**

FY2016	FY2017
BCC Chamber of Commerce	
David Viertels, Mid-Atlantic Federal Credit Union (Partial Term) Vacant (November 2015-February 2016) Arnold Kohn, LEED, AP (Partial Term)	Arnold J. Kohn, LEED AP
Erin Allen, ConTemporaries, Inc. (Partial Term) Vacant (November 2015-February 2016) Aaron Yost, Wellness Corporate Solutions (Partial Term)	Vacant
Diane Yochelson, Keller Williams Capital Properties	<b>Diane Yochelson, Keller Williams Capital Properties - Chair, January 2017 - Present</b>
Western Montgomery County Citizens Advisory Board	
<b>Jedd Skibo, Resident Within TMD - Vice Chair</b>	<b>Jedd Skibo, Resident Within TMD - Chair, July 2016-January 2017 (Partial Term)</b> Drew Morrison, Resident Within TMD
Vacant (July 2015-February 2016) Stephen Groh, Resident Within TMD (Partial Term)	Stephen Groh, Resident Within TMD
Eric Schroeder, Resident Adjacent to TMD	Eric Schroeder, Resident Adjacent to TMD
<b>Deborah Michaels, Resident Adjacent to TMD - Chair</b>	Deborah Michaels, Resident Adjacent to TMD
Large Employers (50 or more)	
Allison D. Lazare, United Educators	<b>Allison D. Lazare, United Educators - Vice Chair, March 2017 - Present</b>
Angela Kinsella, Europ Assistance USA	Deirdre Robinson, Donohoe Companies
Small Employers (less than 50)	
Jeff Boden, EmbroidMe Bethesda (Partial Term) Susanna Parker, Mark Leisher Productions (Patril Term)	Susanna Parker, Mark Leisher Productions (Partial Term) Vacant
David Storper, Prep U	David Storper, Prep U
Non-Voting	
Karen Thon, BCC Services Center	Karen Thon, BCC Services Center
Jim Carlson, MCDOT Commuter Svcs	Jim Carlson, MCDOT Commuter Svcs
Ryan Emery, Naval Support Activity Bethesda	Ryan Emery, Naval Support Activity Bethesda
Russell Mason, NIH	Russell Mason, NIH
Mark Kramer, Representing BUP (July 2015) Elaine Joost, Representing BUP (November 2015)	Deborah Michaels, Representing BUP
Matt Folden, M-NCPPC	Katie Mencarini, M-NCPPC
	Dave Falcinelli, Commander, MCPD

BTS markets a variety of local, state and federal programs to encourage commuters to leave their cars at home including:

- **Maryland Commuter Choice Tax Credit:** Maryland employers can claim a tax credit of up to \$100 per employee per month to offset the cost of providing transit subsidies.
- **Maryland Telework Partnership with Employers:** A program sponsored by the Maryland

Department of Transportation that provides free consulting services to companies that want to start or expand a telework program.

- **Guaranteed Ride Home Program:** Sponsored by the Washington Metropolitan Council of Governments (MWCOG), the program provides four free taxi or rental car rides during personal emergencies or for unscheduled overtime for commuters who regularly ride transit, carpool/vanpool, and bike or walk to work.
- **Earth Day:** The international annual event on April 22 to educate people on earth-friendly activities has expanded to “Earth Week” with commuter events on days surrounding April 22.
- **SmartBenefits Seminars:** Throughout the year, BTS helps WMATA and MCDOT publicize employer seminars explaining SmartBenefits. BTS also sends staff to seminars that are located close to Downtown Bethesda.
- **Park(ing) Day:** In 2016, BTS worked with MCDOT and the Bethesda Urban Partnership to create a “Pocket Park” in an on-street parking space in Downtown Bethesda to celebrate Park(ing) Day. Park(ing) Day is a national event which seeks to show people how space and be repurposed from parking spaces into parks.
- **Best Workplaces for Commuters:** Formerly managed by the US Environmental Protection Agency, BWC is now managed by the National Center for Transit Research at the University of South Florida. The program recognizes companies with outstanding commuter benefits.
- **Bike to Work Day:** BTS has participated in the annual regional Bike to Work Day since 2001. The event is held to educate commuters about the health, economic and environmental benefits of biking to work. Bethesda recognizes extraordinary commitment to two-wheeled commuting with the Bicycle Commuter Spirit Awards, which are distributed during the Bike to Work Day festivities.
- **Carpool Ridematching Services:** Using the regional Commuter Connections ridematching database, BTS staff helps match commuters looking for carpools that align with their route and daily schedule.
- **Preferred Parking:** Carpool or vanpool participants are eligible for discounted monthly parking permits at County-operated parking facilities. BTS staff assists carpool participants with the permit application process.
- **Customized Transit Routing:** Customized transit routing is available free through BTS and promoted during Commuter Information Days and employer meetings.
- **Traffic Mitigation Plans, Annual Reports, and Traffic Mitigation Agreements:** Montgomery County law requires businesses within the County’s TMDs that have 25 or more full or part-time employees to submit Traffic Mitigation Plans to MCDOT. Updated Annual Reports must also be filed with the County. Staff encourages the submission of voluntary TMPs and Annual Reports. In addition, developments in Downtown Bethesda are required to file Traffic Mitigation Agreements.

- **The Walk & Ride Challenge:** The Walk & Ride Challenge began in 2007, created by BTS to be an annual event focused on encouraging people to walk more and drive less, particularly as they travel to and from work and transit.
- **Car Free Day:** Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOG, culminating in a street festival in downtown DC. The event takes place annually on September 22, with the purpose of getting as many people off the road as possible for just one day, to show what our roads could look like without traffic.
- **“Green Business” Recognition Program sand Forums:** BTS is frequently invited to participate in the local chamber of commerce’s programs highlighting local environmentally conscious businesses and encouraging others to follow their example.

### *Employer Transportation Benefits Coordinators*

BTS staff works with employers throughout the year, both to maintain existing TMD strategies, and to initiate new ones. Working with a company’s Transportation Benefits Coordinator (TBC) is a key component of these efforts. The TBC serves as an employer’s liaison with the County and with BTS. Staff stays in regular contact with TBCs, providing information on new programs and services, and other transportation related information such as County-wide seminars and webinars about transit benefits and telework. .

There are 1,367 businesses in the Bethesda database, and each business has a designated TBC. This is a very large increase from the number reported in the FY2014-FY2015 Biennial report, which was 1,130. This increase is likely due to more office space and retail space being developed in Downtown Bethesda, as well as BTS staff’s involvement in the Greater Bethesda Chamber of Commerce. BTS staff works closely with the TBCs to assist companies that are required to submit Traffic Mitigation Plans (TMPs) and Annual Reports. Maintaining a working relationship with TBCs is an important part of BTS’ efforts to reach out to employers and raise awareness about the programs and services available to them.

### *Rideshare Matching*

BTS maintains a database of commuters interested in forming/joining carpools as well as those individuals interested in the use of public transit. This database also contains the names, addresses and phone numbers of existing carpools and vanpools. BTS (along with 27 other client agencies) is a member of the Commuter Connections Program, which was designated by the National Capital Region’s Transportation Planning Board (TPB) as the Washington Metropolitan Region’s TDM program. In 1996, Commuter Connections first implemented the regional rideshare/transit database, and continues to oversee its maintenance.

The information that BTS keys into this database is generated by the weekly BTS lobby promotions in and throughout the TMD of Bethesda, individual employer presentations, special Downtown Bethesda commuter events or through BTS direct marketing. Interested commuters are provided free, customized transit routing along with free transit schedules mailed directly to their residence, or sent via email. Potential carpool/vanpool drivers or riders are provided free match lists containing names and contact information of similarly interested commuters, living in the same neighborhood or along

the same commute corridor. As a member of Commuter Connections, BTS contributes to the database of commuters region-wide, thereby offering each interested commuter a much broader list of potential pool matches.

In FY2016, 44 people were grouped into 14 carpools to Bethesda. By the end of FY2017, 35 Bethesda commuters were placed into 13 carpools. At the end of 2017, there were 109 carpools coming to Bethesda in the database.

### *Commuter Information Days*

BTS hosts weekly Commuter Information Days (CID) in lobbies and offices throughout the TMD. The CID is an opportunity to meet directly with companies and commuters to raise awareness about the local, state and federal programs and services available through BTS. Flyers announcing the date and time of the CID are posted in lobbies and distributed through building property managers and individual Transportation Benefits Coordinators to maximize employee participation (see **Figure 3.1**, for sample flyer).

Through the weekly CIDs, BTS provides employers and employees with information on Guaranteed Ride Home, the Maryland Commuter Tax Credit, rideshare matching, preferred parking, bike sharing and car sharing, customized transit routing, transit maps and schedules, telework, biking and walking. To generate interest, prizes are distributed to all participants by using a fun prize wheel, including a grand prize that is drawn at the conclusion of the CID. The grand prize is an attractive gift package filled with food products, a gift card to a local business, and BTS promotional items that the winner can share with coworkers to further spread the word about BTS. The week of Earth Day (April 22) is an especially busy time, as BTS Staff is asked to have tables at a few different events throughout the week.

In fiscal years 2016 and 2017 a total of 1,609 commuters filled out a form at our CID table, to participate in the prize wheel and raffle and to request more information. This is a 30% increase from the amount of commuters who did the same in FY2014-FY2015. Many more commuters stopped by our table, received informational brochures and spoke with BTS staff, but did not fill out a form requesting additional information.

### *Newsletters*

The “Commuter Solutions Newsletter” has been in electronic format since June 2009, and transitioned from bimonthly release to a monthly schedule in July 2009. It continues to be well received and well read. BTS reaches over 3,000 recipients each month, an increase of 500 recipients since the FY2014-FY2015 Biennial Report, with an average of 19% readership. The web-based software used allows staff to analyze data for each publication. See **Table 3.2** below for a detailed look at the average statistics from FY2015 through FY2017.

**Table 3.2**  
**Newsletter Response Report**

Commuter Solutions Newsletter			
	FY2015	FY2016	FY2017
Total newsletters emailed/month	2,885	3,023	3,121



Figure 3.1  
Example of CID Flyer

Find Your Route to a Better Commute! • [www.bethesdatransit.org](http://www.bethesdatransit.org)



**BETHESDA**  
*Up*  
URBAN PARTNERSHIP INC.



*Bethesda*  
**Transportation Solutions**



MONTGOMERY COUNTY  
MARYLAND  
1773-1776

Your **FREE** resource for better, less stressful commuting options to downtown Bethesda.







**Commuter Information Event**

**Wednesday, June 28**  
**11:30 am - 1:30 pm**

**Lobby of the American Occupational Therapy Association**

***Do you have questions about:***

- Carpooling
- Bike to Work
- Smart Benefits/SmarTrip
- Guaranteed Ride Home Program
- Car Sharing & Bike Sharing

- Telework/Flextime
- **FREE** Bethesda Circulator
- Metrorail
- Metrobus, Ride On & Express Bus Routes
- Maryland Commuter Tax Credit

***We can help make your commute easier!***

- **FREE** personalized services including custom transit routes and carpool match lists.
- Specific transit schedules and route information.
- **FREE** maps including information on the Capital Crescent Trail.

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**Commuter Services**

- Customized Transit Routing
- Carpool Connections
- Metrobus/RideOn
- Bethesda Circulator
- Metrorail/MARC/VRE
- Biking & Trail Information

**Employer Services**

- SmartBenefits
- Traffic Mitigation Plans
- Commuter Information Days
- Employer Tax Incentives
- Implementing Telework Programs

**Special Events**

- Bike to Work Day — Bethesda Pit Stop
- Walk & Ride
- Bicycle & Pedestrian Safety Outreach



**Better Ways**  
*To Work!*  
Montgomery County  
Commuter Services

7700 Old Georgetown Road • 301.656.0868 • Open Monday-Friday • 8:30am – 5:00pm

Total emails received	2,861	99% of total emails sent	2,993	99% of total emails sent	3,102	99% of total emails sent
Total bounces	24	1% of total emails sent	33	1% of total emails sent	20	1% of total emails sent
People who opened it	550	19% of total emails received	557	19% of total emails received	567	18% of total emails received
People who clicked through	51	9% of total emails opened	50	9% of total emails opened	43	8% of total emails opened
People who shared it	23	4% of total emails opened	1	0% of total emails opened	1	0% of total emails opened

As illustrated by Table 3.2, the list of emails receiving the newsletter continues to grow each year by an average of 5%, as does the number of people opening the email. New emails are constantly being added as older emails are bounced back due to job changes of employees.

The publication features programs and services available through BTS, the latest transportation news specific to Bethesda, information about BTS sponsored events, as well as profiles on companies, employees, transportation leaders and BTS Advisory Committee members. See **Appendix A** for examples of the BTS newsletter from FY2016-FY2017.

### *Banners*

BTS uses two Walk and Ride banners that stretch across Woodmont Avenue and Wisconsin Avenue to encourage registration. In addition, a smaller banner is used at weekly commuter events. A banner is also displayed on Barnes and Noble's balcony promoting Bike to Work Day, which is held just across the street from the store. A smaller tent banner is used to promote the Walk & Ride event. Photos of these banners can be seen in **Appendix B**.

### *Other Advertising & Outreach*

BTS periodically takes advantage of marketing opportunities through the Greater Bethesda-Chevy Chase (B-CC) Chamber of Commerce, including placing ads in their business directory (which can be found in **Appendix B**), and in the Chamber office, setting up a booth at the B-CC Chamber Expo, and participating as a sponsor of their annual golf tournament. The golf tournament usually takes place in early May, which gives BTS a great opportunity to raise awareness about Bike to Work Day. Staff sets up a table and tent at one of the tees, and puts the bicycle donated by Griffin Cycle on display to attract interest and encourage registration. At each business event, BTS offers up a gift basket as a raffle prize in order to collect email addresses for the distribution of the e-newsletter and other blast emails.

## **D. TMD Events**

### *Car Free Day*

Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOG, culminating in a street festival in downtown DC. The event takes place annually on September 22, with the purpose of getting as many people off the road as possible for just one day, to show what our roads could look like without traffic. The CarFreeMetroDC.com website allows commuters to take the pledge to go car-free or "car-lite" for the day. DC celebrated Car

Free Day for the first time in 2007, and 1,000 commuters took the pledge. In 2008 it was expanded to a region-wide effort. In 2015, 3,442 commuters across the DC-Metro region took the Car Free Day Pledge. In 2016, that number was 4,497.

Bethesda's participation was coordinated by Montgomery County's Commuter Services Section. BTS staff set up a tent and table outside the Bethesda Metro station to give out buttons commemorating the day, and solicited raffle entries from commuters for prizes such as an Amazon Kindle and a SmarTrip card. Staff also used this opportunity to provide brochures, maps and other information relevant to Bethesda commuters.

In 2015, Car Free Day fell on a Tuesday, as opposed to recent years when it fell on a weekend. BTS Staff teamed up with Bethesda Sport and Health to promote the event at the Bethesda Metro Station from 6:30-8:30 a.m. by morning thanking commuters for taking transit and talking to them about the event and their transit options.

Car Free Day 2016 was just as successful. This time, Silver joined BTS Staff at the Bethesda Metro Station, where they augmented the usual offerings of prizes and transit information with coffee, yogurt parfaits, and coupons.

### *Walk & Ride Challenge*

The Walk & Ride Challenge began in 2007, created by BTS as an annual event focused on encouraging people to walk more and drive less, particularly as they travel to and from work. Businesses form teams of employees who use pedometers to track their steps during a three-week period. The first year, the program was open only to companies participating in the Super Fare Share program. The event drew 87 Bethesda employees, on 18 teams.

Since 2008, the Walk & Ride Challenge has been open to all businesses located within the TMD. In 2009, BTS helped the North Bethesda TMD launch their own Walk & Ride Challenge in conjunction with the Bethesda event. In 2011, the program expanded again, this time including employees working in the Friendship Heights and Silver Spring TMD's. In 2012, it grew to include the newly-formed Greater Shady Grove TMD.

During the Challenge, a prize such as an iPod or Kindle is raffled off each week, from the pool of walkers logging at least 50,000 steps per week. Other prizes are awarded weekly as well, for participation in weekly "scavenger hunts," riding the Bethesda Circulator, and for those walking at least 25,000 steps each week. 2010 saw the debut of the Three Day Challenge, which encourages drive-alone participants to give up their cars for three days and document their switch on a form. Qualifying forms are then entered into a drawing and the winner is chosen randomly. Recent years have also included a Facebook Challenge and a Photo Challenge. To qualify for the prize drawing in the Facebook Challenge, participants had to "like" BTS on Facebook, and write something positive about the Walk and Ride Challenge on the BTS Facebook page. For the photo challenge, participants sent BTS staff photos of their alternative commute, which were organized into an album and, with the participant's permission, posted on Facebook. In both Challenges, qualifying entries were placed into a drawing for a prize.

In 2011, the Grand Prize went to the Top Team with the highest average steps, and the Top Individual with the highest total steps. In 2012, the Top Individual prize was eliminated (as this person was often on the winning team) in favor of awarding the top three teams with the highest average step count.

This prize structure has been maintained in the most recent years. Feedback from the post-event surveys each year has been very positive.

In 2015 BTS had 202 participants and 11 sponsors: &Pizza, Bethesda Sport & Health, Body & Brain Yoga, Brickside, City Sports, Fitness First, the Original Pancake House, Rockville Family Chiropractic, Smoothie King, and SS Papadopoulos and Associates. In 2016, BTS had 253 participants registered in the Walk and Ride Challenge and six sponsors: Bethesda Sport & Health, Eagle Bank, Hilton Garden Inn, Nu Strides, Silver, and SS Papadopoulos and Associates.

### *Bike to Work Day*

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and MWCOCG to promote the health, environmental and economic benefits of commuting by bike. The BTS sponsored Bethesda pit stop has grown steadily since the first event was held in 2001 and has consistently been one of the largest in the region in recent years. See **Table 3.3** for the progression of Bike to Work Day participation from 2007 – 2017.

**Table 3.3**  
**Bike to Work Day Registration**  
**2007-2017**

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
525	575	670	717	780	644	708	708	707	696	723

### *Bike to Work Day 2016*

The Bethesda Pit Stop had 477 participants check in on-site and nearly 700 bicyclists pre-register.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. This year's program included Proclamations from the State Comptroller, Montgomery County, the State of Maryland, as well as from the Maryland State Legislature and Montgomery County Council. The complete list of speakers included:

- MD State Delegate Ariana Kelly
- MD State Comptroller Peter Franchot
- MD State Delegate Marc Korman
- Montgomery County Council Member Roger Berliner
- Montgomery County Department of Transportation Director Al Roshdieh
- Constituent Services for Congressman Chris Van Hollen, Catherine Provost

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Raffle prizes were awarded several times an hour. There were also prizes awarded via a photo contest, and BTS gave out a special prize to an employer group attending the event together. Employees from Bethesda's SS Papadopoulos biked to the event and each received a reflective belted sport bag.



Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, The American Diabetes Association, Griffin Cycle, Maryland-National Capital Park and Planning Commission, WABA, Carr Workplaces, Capital Crescent Trail Coalition, Bethesda Sport and Health, Bethesda Green. Smoothie King came out with staff to provide samples and fresh fruit was provided by Whole Foods. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Silver provided coffee and yogurt parfaits. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 13th Annual Bicycle Commuter Spirit Awards. This year's winners were Walter Gonzalez and Dave Dabney. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine. Professional event photography was done by Danny Peck.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: All Fired Up, American Diabetes Association, Bethesda Bagels, Bethesda Court Hotel, Bethesda Green, Bethesda Sport & Health, Bradley Food and Beverage, Carr Workplaces, City Bikes, Coalition for the Capital Crescent Trail, Core Power Yoga, Cystic Fibrosis Foundation Cycle for Life, DrinkMore Water, FitCrush, Griffin Cycle, Honest Tea, Lebanese Taverna, Maryland-National Capital Park and Planning Commission, Montgomery County Police, Nando's Peri-Peri, The North Face, Orthology, Potomac Pedalers, Ruth's Chris Steak House, Silver, Smoothie King, Spring Mill Bread Co., Unity Woods Yoga, Whole Foods, and the Woodmont Grill.

#### Bike to Work Day 2017

The Bethesda Pit Stop had 463 participants check in on-site and 723 bicyclists pre-register.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. This year's program included Proclamations from the State Comptroller, Montgomery County, the State of Maryland, as well as from US Senator Chris Van Hollen. The complete list of speakers included:

- Comptroller Peter Franchot
- MD State Senator Susan Lee
- MD State Delegate Marc Korman
- Deputy Secretary, Maryland Department of Transportation, Earl Lewis
- Deputy Director, Montgomery County Department of Transportation, Emil J. Wolanin
- Constituent Services and Field Representative for US Senator Chris Van Hollen, Catherine Provost

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Raffle prizes were awarded several times an hour. There were also prizes awarded via a photo contest, and BTS gave out a special prize to an employer group attending the event together.

Several businesses were provided tables with representatives at the event, including: CFF Cycle for Life, Montgomery County Department of Transportation Bus Rapid Transit, Griffin Cycle, Nando's Peri-

Peri, WABA, City Bikes, QuistMD, Honest Tea, Capital Crescent Trail Coalition, Potomac Pedalers, Maryland, Department of Transportation, Bethesda Sport and Health, Bethesda Green. Honest Tea came out with staff to provide samples of their new sports drink and fresh fruit was provided by Trader Joe's. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Silver provided coffee and yogurt parfaits. Harris Teeter donated money towards the purchase of butter, cream cheese, and paper goods, and utensils. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 14th Annual Bicycle Commuter Spirit Awards. This year's winners were John Maleri, Veronique Marier, and Chris Muffels. All three of our winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather, as well as a commitment to the environment.

The Bethesda Pit Stop was mentioned in press releases from the Maryland Department of Transportation, and the Office of the Maryland State Comptroller. Press coverage included an article on the Bethesda Magazine website. Several businesses also helped to promote Bike to Work Day in Bethesda. Professional event photography was done by Danny Peck.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: All Fired Up, Bethesda Bagels, Bethesda-Chevy Chase Chamber of Commerce, Bethesda Sport & Health, Bethesda Court Hotel, Bethesda Green, Big Wheel Bikes, Bus Rapid Transit, Carr Workplaces, City Bikes, Coalition for the Capital Crescent Trail, Cystic Fibrosis Foundation Cycle for Life, DrinkMore Water, Griffin Cycle, Hilton Garden Inn, Harris Teeter, Just Meditate, Lucy, Nando's Peri Peri, Montgomery County Police, Potomac Pedalers, QuistMD, Rooster's, Ruth's Chris Steakhouse, Silver, SolidCore, Springmill Bread, Tyber Bierhaus, Trader Joe's, and the Washington Area Bicyclist Association.

### *Employer Recognition Events*

**Commuter Connections Employer Recognition Awards:** The Commuter Connections annual Employer Recognition Awards Ceremony recognizes employers who have voluntarily initiated programs that facilitate the use of commuting alternatives. Eligible employer programs included those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that made using alternative transportation modes easier and more attractive than driving alone. The employer award categories are Incentives, Marketing and Teleworking, and there are also awards for MWCOG partner jurisdictions for employer services achievements. In both 2016 and 2017, a number of Bethesda employers were recognized (see **Table 3.4** below).

**Table 3.4**  
**Bethesda Companies Recognized at Employer Recognition Awards**

2016	2017
United Educators (Winner, Telework)	American Society of Health-System Pharmacists (Winner, Marketing)
Association for Financial Professionals (Honorable Mention)	The Donohoe Companies (Honorable Mention)
Lerch, Early & Brewer (Honorable Mention)	Wellness Corporate Solutions (Honorable Mention)
United Bank (Honorable Mention)	
Wells Fargo (Honorable Mention)	

## E. Traffic Mitigation Plans, Annual Reports, and Traffic Mitigation Agreements

Montgomery County law requires every employer in the County's TMDs with 25 or more full or part-time employees to submit a Traffic Mitigation Plan (TMP) within 90 days of notification from the County. See **Appendix D** for samples of a typical TMP and Annual Report. Montgomery County's Commuter Services Section coordinates compliance with the legal requirements under this law. The purpose of the law is to reduce traffic congestion and encourage the use of commute options for more than 100,000 employees in the TMDs. Employers are required to implement eight strategies:

- Establish a contact person
- Post transit and carpooling options
- Allow TMD staff to make presentations to employees
- Designate display area for transit options
- Promote Guaranteed Ride Home
- Post ADA information
- Participate in the County's Commuter Survey
- Submit an Annual Report of activities

BTS has assisted 129 downtown Bethesda companies in submitting their TMPs to the County.

These companies are also required to submit Annual Reports each year after the initial TMP is submitted, describing the implementation of traffic mitigation activities of the business over the preceding year. BTS helped 89 companies file their Annual Reports in FY2017.

Companies with fewer than 25 employees are required to submit an exemption or file a Voluntary Traffic Mitigation plan. BTS has assisted 54 companies with their exemptions. 10 Bethesda companies have current Voluntary Traffic Mitigation Plans filed with the County.

Developers who wish to building in Downtown Bethesda are required to file a Traffic Mitigation Agreement (TMAg). These agreements specify the amenities the building must have on site to encourage non-SOV commuting modes such as bike racks, showers, locker rooms, and parking spaces for carpool and vanpools. In recent years, carsharing spaces, bikesharing spaces, and electric vehicle charging stations have been added to the list. The agreement also solidifies that the developer agrees to work with the Traffic Mitigation Organization (TMO), in this case, BTS.

The forms used to complete the Traffic Mitigation Plan and Annual Report, as well as a list of Downtown Bethesda properties that have file TMAgs with Montgomery County are included in **Appendix D**.

## IV. COMMUTING PROFILE

The primary method of evaluating TMD performance is the non-auto driver mode share (NADMS), which is determined by Montgomery County's Commuter Survey. The survey also provides valuable information about commuting patterns such as the peak hour of travel to Bethesda, the number of commuters traveling during non-peak hours, and areas from which Bethesda employees commute. Survey results marked "FY2016" were from the survey done in the fall of 2015, which falls into FY2016. There was no Commuter Survey conducted in FY2017.

Each year the County's Commuter Services Section targets a different set of companies for the survey, so that the results of the survey are a snapshot of commute patterns, but not a complete census.

Because the set of companies surveyed varies year by year, more than one year of results must be considered in order to get a measure of the overall trend in commute patterns.

Since 2005, Montgomery County has used a survey focused on commuting patterns over the course of a week instead of just one day, which provides a clearer picture of commuting trends because many people vary their commute modes at least one day per week. In the past, paper surveys were distributed to selected businesses with business-reply envelopes. In recent years, however, many surveys are submitted on-line via a link distributed by BTS to the employer contacts. More surveys are now submitted on-line than not. A copy of the FY2016 Survey is included as **Appendix E**.

### *Non-Auto Driver Mode Share (NADMS)*

The Non-Auto Driver Mode Share (NADMS) is the percent of commuters who are not drivers of single occupancy vehicles (SOVs), carpools or vanpools. Throughout this section we analyze the mode share during the peak hour and peak period (explained below), in order to measure the progress of traffic reduction in the TMD.

Until FY2006, the survey did not take teleworkers or employees working on compressed work schedules into account when calculating the NADMS, considering only those employees physically traveling to work in the surveyed week. Due to the increasing prevalence of telework programs and compressed work schedules in Bethesda workplaces, it has become more relevant to take note of the effect these new work modes have on the reduction of traffic in downtown Bethesda. In this report, we have provided an analysis of both the new NADMS, which includes telework and compressed work schedules, as well as the traditional NADMS, which does not take into account those who worked from home or took a compressed day off during the surveyed week.

In addition, the results displayed below do not include responses from employees who were away from their work site for the entire day, be it for paid time off or an out of office meeting.

### *Peak Period*

The peak period is the two-hour period of 7:00am to 8:59am, which is traditionally the time period when the most people are commuting to work. We analyze mode choice for the peak period in order to see a broad view of how effective TDM strategies have been in reducing traffic during the traditional rush-hour period. **Table 4.1** shows the NADMS for the peak period in FY2016, including employees working from home or on a compressed work schedule.

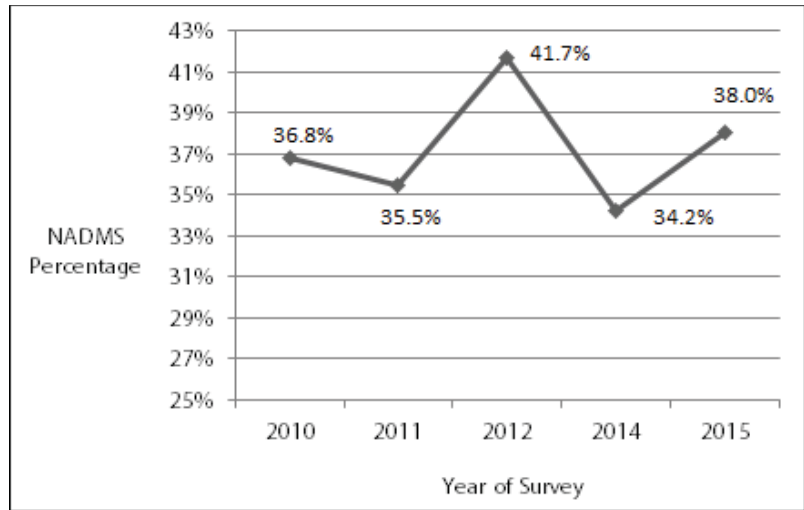


**Table 4.1**  
**FY2016 Peak Period NADMS, including Telework and Compressed Work Schedules**

Surveyed Time Frame (6:00am - 9:59am)					
		7:00am-8:59am		Non Peak Period	
		Resp Cnt	Col %	Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	837	38%	587	36.2%
	Driver Modes	1,368	62%	1,033	63.8%
	Total	2,205	100.00%	1,620	100.00%

**Table 4.2** shows a comparison of NADMS rates for the peak periods of the last five years, starting in 2010. As shown, the NADMS declined from 2010 to 2011 and spiked dramatically in 2012. There was a decline in 2014, likely due to a combination of growing public concern about the reliability of Metrorail, the rehabilitation of the Bethesda Metro Station escalators, and low gas prices. By the next year, however, the NADMS began to trend upwards again. The NADMS percentages below include those teleworking and working compressed work schedules.

**Table 4.2**  
**Five-Year Comparison of NADMS including TW/CWS**



**Table 4.3** does not include those teleworking or on a compressed work schedule. The change in non-driver mode share is significant enough to encourage the conclusion that TDM strategies promoting telework programs and compressed work schedules are effective in reducing traffic in the service area. In FY2016, the NADMS went up three percent when telework and compressed work schedules were taken into account.

**Table 4.3**  
**FY2016 Peak Period NADMS, not including TW/CWS**

Surveyed Time Frame (6:00am - 9:59am)					
		7:00am-8:59am		Non Peak Period	
		Resp Cnt	Col %	Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	758	35.7%	477	31.6%
	Driver Modes	1,368	64.3%	1,033	68.4%
	Total	2,126	100.00%	1,510	100.00%

### Peak Hour

We calculate the peak hour in order to observe changes in traffic patterns. To calculate the peak hour, the survey results have broken down peak arrival times into 15-minute increments, making the peak hour the block of 4 consecutive increments with the most arrival times. **Table 4.4** illustrates Peak Hour mode share for FY2016. In FY2016, the period of 8:30am-9:29am had the highest number of respondents, thereby making it the peak hour. The non-driver modes in **Table 4.4** includes those working from home or taking a compressed day off.

**Table 4.4**  
**FY2016 Peak Hour NADMS**

Surveyed Time Frame (6:00am - 9:59am)			
		8:30am-9:29am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	725	40%
	Driver Modes	1,090	60%
	Total	1,815	100.00%

#### A. Response Rate

Employer and employee response to the Commuter Survey is critical to evaluating TMD progress. BTS staff implemented a variety of strategies to maximize employee participation including:

- Paper surveys and envelopes sent to some employers
- Online survey link, instructions, sample email, and tip sheet provided to selected employers
- Surveys available on BTS website and in Spanish
- E-mail reminders and follow-up calls to Transportation Benefits Coordinators

As **Table 4.5** below indicates, survey participation by employers has fluctuated considerably since 2000. The average employer response rate since 2000 is 51%, which is substantial and provides an excellent pool of results for our analysis. Employee participation has remained fairly steady over the years, with an average from 2000 - 2015 of 16%. The fluctuation in employer participation can be attributed to the methodology required by the County, wherein the pool of surveyed companies changes year to year.

**Table 4.5**  
**2000 - 2015\* Survey Participation of TMD Employers and Employees**

	2015	2014	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2000
Employers Surveyed	<b>43</b>	53	66	107	117	126	98	94	120	111	119	226	97
Employers Responding	<b>27</b>	26	36	58	72	80	68	60	78	77	71	30	46
Employer Response Rate	<b>63%</b>	50%	55%	54%	62%	63%	69%	65%	65%	69%	60%	8%	47%
Surveys Distributed	<b>6,293</b>	8,675	9,199	11,518	11,663	13,497	10,956	10,193	9,680	11,022	8,035	7,970	8,079
Surveys Returned	<b>785</b>	713	1,096	1,428	2,413	2,298	2,812	1,373	1,775	1,902	1,865	1,216	1,560
Employee Response Rate	<b>12%</b>	8%	12%	12%	21%	17%	26%	14%	18%	17%	23%	15%	19%

\*There was no Commuter Survey administered in 2013 and 2016

In the time between the FY2011 survey and the FY2013 survey, many of the responsibilities associated with marketing and administration of the survey shifted to Montgomery County Commuter Services. In addition, it is common for response rates to drop when surveys transition from paper to online format.

## B. Mode Choice

The effectiveness of TDM strategies is often measured by mode choice results. Mode choice reflects the transportation modes survey respondents use to travel to Downtown Bethesda. The NADMS, as described previously in this section, takes into account both SOV drivers as well as carpool/vanpool drivers, and is derived from the responses during the peak period (7:00am - 8:59am), rather than the peak hour. In this section, we will look at overall mode choice for those traveling to Downtown Bethesda, within the **peak period** and also within the briefer time frame of the **peak hour**.

As shown in **Table 4.6**, 42% of respondents did not drive alone to Downtown Bethesda during the peak period of 7:00am - 8:59am in FY2016, choosing to take transit, carpool/vanpool, walk, bike, or telework instead.

**Table 4.6**  
**FY2016 Peak Period Mode Choice Results**  
**Peak Hour Mode Choice**

2015 Peak Period Modal Split 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	58%
	CP/VP driver	4%
	CP/VP rider	2%
	Bus	7%
	Train	20%
	Walked/Biked	5%
	Telework/CWW	4%

Although the official NADMS is derived from the peak period, it is useful to note the mode choice results for the peak hour, which is the one-hour time period when the most respondents indicated they were traveling to work. In 2015, 43% of respondents did not drive alone to Downtown Bethesda during the peak hour of 8:30am - 9:29am, choosing to take transit, carpool/vanpool, walk, bike, or telework instead. Also see **Appendix E** for a complete breakdown of FY2016 Survey results, including mode choice by 15-minute increments during the AM commuting period.

**Table 4.7**  
**FY2016 Peak Hour Mode Choice**

2015 Peak Hour Modal Split 8:30am-9:29am		
M - F Weekly Mode Split	Drove alone	57%
	CP/VP driver	3%
	CP/VP rider	2%
	Bus	8%
	Train	20%
	Walked/Biked	5%
	Telework/CWW	5%

### C. Average Auto Occupancy

TMD success is also measured by the number of vehicles entering the TMD related to the number of people they carry - or Average Auto Occupancy (AAO). The AAO is calculated by dividing the number of persons commuting to work in a car or van by the number of vehicles. Two people driving alone to work in two cars would produce an AAO of 1.0; two people commuting together in one car would produce a rate of 2.0. Since the majority of commuters still travel alone in cars, the typical figure is quite low, and upward movement in this rate usually occurs slowly and in small increments. As **Table 4.8** indicates, the AAO in 2015 was calculated at 1.03. Though AAO has fluctuated over the years, it has not changed significantly since BTS began tracking it in 1999.

**Table 4.8**  
**Average Auto Occupancy**

	SSP Goal	2015	2014	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
AAO	1.27	1.03	1.02	1.04	1.03	1.04	1.04	1.03	1.04	1.03	1.04	1.02	1.02	1.09	1.05	1.04
*There was no Commuter Survey administered in 2013																

**Table 4.9** compares the results of the FY2016 Commuter Survey against Bethesda's Stage 1 Sector Plan Objectives. The Non-SOV percentage encompasses all respondents who are not driving alone.

**Table 4.9**  
**Commute Patterns - Sector Plan Objective & 2015 Survey Results**

Commute Type	Stage 2 Sector Plan Objective	2015
Non-SOV (Service Area)		36%
AAO	1.27	1.03
NADMS - AM Peak (7:00 - 8:59 AM)	37%	36%

## D. Transit Usage and Pooling

In the FY2016 Survey, 28% of survey respondents chose rail or bus service during the peak hour, which is an increase of 1% since FY2014. Carpooling remains steady at 5%.

## E. Other Modes: Biking & Walking

Biking and pedestrian rates during the peak hour has remained steady at 5% between FY2015 and FY2016.

### *Biking*

Bicycle use is strongly encouraged and vigorously supported in Downtown Bethesda by both its infrastructure and its employers. Many businesses in Bethesda are realizing that the health benefits of biking to work can improve their bottom line by reducing healthcare costs. These employers are rewarding their biking employees by the installation of bicycle facilities (bike racks, showers, etc.). A list of Bethesda employers with bike amenities is included as **Appendix F**. The Capital Crescent Trail is Bethesda's main bicycle artery, connecting the downtown business district to major employment centers such as the National Institutes of Health, Silver Spring and Washington, DC. The Bethesda Trolley Trail connects downtown Bethesda with points North, such as North Bethesda and White Flint. The trail is also popular with recreational cyclists because it links with the C&O Canal Towpath and the Rock Creek Park Trail.

Metrorail, Metrobus and Ride On provide seamless transportation options for bicyclists. Metrorail allows bikes on trains during off-peak hours, while all Metrobus and Ride On buses are equipped with bike racks. WMATA also provides 48 bike racks and 44 bike lockers at the Bethesda Metro station.

Capital Bikeshare was launched in Montgomery County in September 2013 and has been successful in connecting Downtown Bethesda to the regional Bikeshare system. Bikeshare stations are located around Downtown Bethesda.

Bike racks are also located throughout Bethesda's urban district to meet the needs of bike commuters, recreational cyclists and shoppers. The bike racks are maintained by the Bethesda Urban Partnership. Extensive research and public input was used to determine the location of the bike racks. See **Appendix G** for a map indicating where bike racks are located throughout downtown Bethesda.

Full color maps detailing the location of the bike racks, and an instructional flyer on how to use the bike racks are produced by BTS and distributed at information kiosks, weekly Commuter Information Days, on the BTS website, and at community festivals. BTS also works with employers to post the information in workplace common areas.

BTS encourages biking as a commute option during Commuter Information Days, Bike to Work Day and through the Bike Spirit Awards, as well as during Car Free Day and Earth Day.

**Table 4.10**  
**Biking in Bethesda at a Glance**

<b>Bike Facilities</b>
Bethesda Metro station – 48 bike racks and 44 bike lockers
Capital Bikeshare - 10 Stations in downtown area
86 bike racks located throughout downtown area
Bike repair station located on the Capital Crescent Trail and the Bethesda Trolley Trail
Metrobus & Ride On equipped with bike racks
Metrorail – Bikes allowed onboard during non-peak hours
<b>Bike Trails</b>
Capital Crescent Trail – Located just 4 blocks south of the Bethesda Metro station
Bethesda Trolley Trail - starts at Norfolk Ave in downtown Bethesda
<b>Community Outreach</b>
Bike to Work Day – Bethesda pit stop sponsored by BTS since 2001
Car Free Day - Celebrated in Downtown Bethesda since 2008
Bike Spirit Awards – Bike commuters recognized annually during Bike to Work Day since 2004
Hosted Confident City Cycling Courses in June 2016 and May 2017
<b>Marketing Materials</b>
Full-color bike rack map and instruction guide
Interactive map on <a href="http://bethesdatransit.org">bethesdatransit.org</a> showing bike rack locations
State, county and Capital Crescent Trail and Bethesda Trolley Trail maps distributed regularly

### *Walking*

Downtown Bethesda is linked through an extensive network of sidewalks connecting small side streets with major thoroughfares like Wisconsin Avenue, Old Georgetown Road and East-West Highway. The Bethesda Metro station, Capital Crescent Trail and bus stops are easily accessible by the sidewalk system.

Wisconsin Avenue was identified by the Maryland State Highway Administration as a “High Incidence Area” in need of pedestrian improvements. In addition, Old Georgetown Road was identified by Montgomery County as a “High Incidence Area.” This designation singled out these corridors for upgrades in pedestrian infrastructure to make them safer, and they were the targets of major education and enforcement campaigns. BTS assisted in the education efforts by publishing newsletter articles about pedestrian safety, as well as on their website. BTS also participated in County Pedestrian Safety Outreach events in Downtown Bethesda.

With the focus on creating a walkable and livable community that is safe for pedestrians, BTS worked closely with the County’s Department of Transportation on the maintenance of pedestrian crosswalk signals to ensure they are always in proper working order.

## F. Other Work Schedules: Telework/Compressed Work Weeks

The Commuter Survey also includes those employees who are officially working, but not commuting into Downtown Bethesda during the AM peak period. Employees who telework, from home or a telework site, or who are off due to a compressed work schedule represent 4% of respondents in FY2016. BTS promotes webinars and workshops held by Montgomery County Commuter Services in conjunction with MWCOG.

## G. Home Origins of Downtown Bethesda Employees

The commuter surveys for Downtown Bethesda continue to show the preponderance of respondents live and work in Montgomery County. The remaining respondents live almost equally in outlying Maryland counties, Northern Virginia and the District of Columbia. **Table 4.11** provides a breakdown of residential origins of Bethesda commuters.

**Table 4.11**  
**Residential Origin of Surveyed Commuters**

Jurisdictions	2015	2014	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Montgomery	53%	49%	56%	53%	51%	54%	54%	55%	55%	53%	55%	53%	56%	59%
Prince George's	7%	6%	9%	8%	8%	9%	8%	8%	8%	10%	10%	12%	11%	11%
Howard	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%
Frederick	4%	4%	3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	3%
Other MD	3%	6%	4%	4%	5%	4%	5%	5%	3%	6%	6%	4%	4%	4%
District of Columbia	14%	14%	14%	12%	13%	12%	12%	13%	13%	12%	11%	11%	10%	8%
Virginia	15%	16%	11%	16%	16%	14%	15%	13%	14%	13%	12%	13%	13%	12%



## V. TRAFFIC, PARKING AND RIDERSHIP TRENDS

The TMD has met the limitations outlined in the SSP for long-term parking spaces, and exceeded the goals for transit ridership and intersection performance at critical points surrounding the TMD.

### A. Traffic Conditions

An explosion of development in Downtown Bethesda kept BTS staff busy informing constituents of detours and closures. Several new apartment buildings were in the middle phases of being built in the Woodmont Triangle area, leading to sidewalk closures. In addition, BTS was working with businesses near Bethesda Row to prepare them for the closure of Lot 31, near Woodmont and Bethesda Avenues. The Capital Crescent Garage opened in the Spring of 2015 to replace Lot 31, and development around the new Garage continued to expand.

### B. Ridership Trends

Metro is one of the keys to Bethesda's success as a vibrant urban center. Situated along Metro's Red Line, the Bethesda Metro station is located in the heart of downtown just blocks away from major office complexes and is served by nine Ride On routes and three Metrobus routes, in addition to several private commuter shuttles and the Bethesda Circulator.

#### *Metrorail and Metrobus Ridership*

In FY2017, the escalators in the Bethesda Metro Station reopened. Until then they were in the process of being replaced. In April 2013, WMATA named the Bethesda Metro Station its "Model Station of the Future." According to WMATA, "This designation means that the Bethesda Station will be the testing ground for design improvements that, if successful, will be applied throughout the system." Improvements planned by WMATA included upgraded lighting, signage, and updated interior.

In FY2016, WMATA began its "SafeTrack" reliability and maintenance review. Over the course of FY2017, segments of Metrorail lines were closed for inspection and maintenance. The Blue and Orange lines were impacted the most, as they were closed for over 100 days that year. The Red Line, which services Bethesda, was closed for 40 days. BTS created a "SafeTrack Survival Guide" which contained a schedule of track segment shutdowns, as well as suggested transportation alternatives. This was provided to Bethesda employees and commuters and also was shared on the BTS website.

System-wide, Metrorail ridership steadily increased system wide from 1996 through 2009, when ridership peaked at 223 million trips. In FY2010 and FY2011, ridership lagged a bit, hovering around 217 million trips each year. The average weekday ridership has held steady in the range of 740,000 - 750,000 for the past few years. Ridership at the Bethesda Metro station declined slightly in FY2010 but was back into an upward trend by the end of FY2011. This trend continued through FY2012. There was a slight dip in ridership in FY2013, which is most likely due to extensive media coverage of Metro's safety and reliability, as well as the prolonged closure of the elevator for repairs and low gas prices. Ridership at the Bethesda station held steady through FY2014 and FY2015, despite elevator outages, escalator breakdowns, and a complete escalator rehabilitation project that started in FY2015 and was finished, as mentioned, in FY2017. Ridership at the Bethesda Station fell in FY2016 and FY2017 due to line segment shutdowns and maintenance.



**Table 5.1**  
**Metrorail Ridership - Bethesda Station**  
**AM Peak & PM Peak - FY2016 & FY2017**

Year	Month	Exits – AM Peak (5:30AM – 9:30AM)	Entries – PM Peak (3:00PM – 7:00PM)
2015	July	3,136	3,834
2015	August	3,008	3,570
2015	September	3,019	3,630
2015	October	3,155	3,790
2015	November	3,032	3,596
2015	December	2,770	3,323
2016	January	3,088	3,829
2016	February	3,146	3,778
2016	March	3,003	3,701
2016	April	3,083	3,770
2016	May	2,907	3,561
2016	June	3,024	3,670
Total FY2016		36,370	44,052
2016	July	2,931	3,486
2016	August	2,697	3,234
2016	September	2,849	3,536
2016	October	2,849	3,579
2016	November	2,663	3,372
2016	December	2,461	3,158
2017	January	2,835	3,422
2017	February	2,847	3,471
2017	March	2,829	3,508
2017	April	2,799	3,474
2017	May	2,829	3,446
2017	June	2,836	3,575
Total FY2017		33,468	41,261

Source: Washington Metropolitan Area Transit Authority

**Table 5.2** on the next page shows the average number of weekday riders on the Metrobus lines serving the Bethesda Station, as reported by the Automated Passenger Counting (APC) system. The J2 and J3 lines serving Bethesda and Silver Spring are the most popular Metrobus lines serving Bethesda, with an average ridership of 5,263 in FY2017. The J4 Express Bus from College Park-Bethesda served an average of 917 riders in FY2017, while the J7 and J9 I-270 Bethesda Express Bus served an average of 310 riders in FY2017.

**Table 5.2**  
**Average Weekday Ridership**

Route	FY2015	FY2016	FY2017
Bethesda - Silver Spring (J1, 2, 3)	6,232	5,819	5,263
I-270 Express (J7, 9)	393	340	310
College Park - Bethesda (J4)	1,216	1,020	917
<b>TOTAL</b>	<b>7,841</b>	<b>6,469</b>	<b>6,490</b>

Source: Washington Metropolitan Area Transit Authority (WMATA)

### *Ride On*

Ride On ridership has been trending downward in recent years, and FY2016 and FY2017 continued this trend. The decreases are most likely due to fare increases and the elimination or changes of some routes and discounts. **Table 5.3** shows boardings at Bethesda station from FY2015 - FY2017.

**Table 5.3**  
**Average Weekday Boardings**  
**Bethesda Metro**

Ride On Route	FY2015	FY2016	FY2017
Route 29	690	660	607
Route 30	693	606	537
Route 32	253	266	234
Route 33	325	316	326
Route 34	2,592	2,503	2,523
Route 36	513	441	402
Route 47	1,533	1,413	1,302
Route 70	653	627	682
<b>TOTAL</b>	<b>7,252</b>		

Source: Montgomery County Dept. of Transportation

### *Bethesda Circulator*

Ridership on the Bethesda Circulator has increased steadily since BUP took over management in September 2006 (see **Table 5.4**, next page). In June 2010, new Circulator vehicles were introduced. Additionally, in late 2012, a third Circulator was added to the route during morning and afternoon rush hours to accommodate the closing of Parking Lot 31 and 31A. This third vehicle cut down wait times and increased ridership. In September 2014, the “Bethesda Circulator App” was introduced for smartphones. The app enables riders to locate each Circulator vehicle on the route, eliminating the frustration of unknown wait times. The app has proved extremely popular with riders. In January 2016, the Circulator expanded its route to include Battery Lane, Wisconsin Avenue, and Bradley Boulevard.

**Table 5.4  
Bethesda Circulator – Ridership July 2016 – June 2017**

FY2016		FY2017	
Month	Ridership Total	Month	Ridership Total
July 2015	31,426	July 2016	35,113
August	30,059	August	38,976
September	29,574	September	37,905
October	29,725	October	36,816
November	27,430	November	33,666
December	28,693	December	32,456
January	27,547	January	30,928
February	32,513	February	34,434
March	36,101	March	35,012
April	34,499	April	33,250
May	34,831	May	34,376
June 2016	36,169	June 2017	36,569
<b>TOTAL</b>	<b>378,567</b>	<b>TOTAL</b>	<b>419,501</b>

### C. Parking Supply and Usage

The purpose of the Parking Lot District (PLD) is to promote a comprehensive transportation system by balancing rates and supply, as well as encouraging balanced use of transportation modes.

#### *Public Parking*

The Sector Plan estimated that during 1992, about 20,000 parking spaces were available and that there would be a need for an additional 8,750 parking spaces, of which 4,800 would be public parking. According to Montgomery County Department of Transportation (MCDOT), there were 6,965 long and short-term public parking spaces (garages, lots and on-street) available in the Bethesda PLD in FY2017. This is in accordance with the SSP requirement of 4,800 public parking spaces. Please see **Table 5.5** on the next page for a chart showing the full Public Parking Supply & Usage for FY2016 & FY2017. A map of the public parking lots and garages located in Downtown Bethesda is included in Appendix H.

As of the end of FY2017, the public long-term parking rate ranged from 80 cents per hour to \$1.25 per hour, depending on the parking facility. A monthly permit could be purchased at the Cheltenham Parking Store for \$150.

**Table 5.5  
Public Parking Supply and Usage - Garages and Lots  
FY2016 - FY2017**

Garage/Lot	FY2016				FY2017			
	Total Capacity	Long-term Usage	Short-term Usage	Total Usage	Total Capacity	Long-term Usage	Short-term Usage	Total Usage
11 - Woodmont/Old Georgetown	1,093	65%	48%	64%	1,093	70%	49%	69%
31 - Capital Crescent Garage	952	39%	0%	39%	952	45%	0%	45%
35 - Woodmont	470	99%	90%	98%	366	100%	95%	99%
36 - Auburn/Del Ray	729	60%	23%	55%	729	76%	23%	69%
40 - St. Elmo	311	100%	64%	84%	311	91%	66%	80%
42 - Cheltenham	337	52%	10%	47%	337	50%	10%	45%
47 - Waverly	804	81%	71%	80%	796	98%	92%	97%
49 - Woodmont/Metropolitan	949	94%	65%	91%	949	85%	56%	82%
57 - Bethesda Ave./Elm St.	885	97%	84%	89%	870	95%	76%	84%
8 - St. Elmo Ave. (Opened July 2013)	10	0%	93%	93%	10	0%	88%	88%
10 - Walsh Street	94	91%	63%	78%	94	92%	76%	85%
24 - Willow/Leland	210	73%	52%	62%	210	87%	56%	71%
25 - Maple/Highland	124	55%	30%	48%	124	60%	25%	51%
28 - Cordell	18	0%	91%	91%	18	0%	91%	91%
41 - Middleton	18	0%	70%	70%	18	0%	79%	79%
43 - Woodmont	37	0%	57%	57%	37	0%	52%	52%
44 - West Virginia	51	91%	30%	48%	51	96%	31%	50%
<b>TOTAL</b>	<b>7,092</b>	<b>72%</b>	<b>66%</b>	<b>71%</b>	<b>6,965</b>	<b>75%</b>	<b>65%</b>	<b>73%</b>

Source: Montgomery County Dept. of Transportation

### *Private Parking*

MCDOT conducts a comprehensive parking demand and assessment study every five to six years for each PLD. The most recent study was conducted in the fall of 2017, or FY2018. According to the study by Desman Associates, there were 14,849 private parking spaces in the Bethesda Parking Lot District. This is a net decrease of 5,741 from the inventory reported in the FY2014-2015 Biennial Report. The progression of private parking spaces available since 2003 is shown in **Table 5.6**, below.

**Table 5.6  
Private Parking Inventory, FY03 - FY18**

2003	2005	2007	2009	2011	2017
19,708	19,552	20,179	20,143	20,590	14,849

## VI. CONCLUSIONS, TRENDS & RECOMMENDATIONS

Reviewing the results of the Annual Commuter Survey provides valuable information about progress being made by traffic mitigation efforts in downtown Bethesda. It is also useful to review BTS activities, events and partnerships to evaluate the impact on the overall mission of reducing single occupancy vehicle (SOV) trips by commuters.

Commuters consider many factors in making the decision to use certain commute modes, including: gas prices, cost, convenience, weather, the need to run mid-day errands, and other factors. Business decisions are also affected by economic productivity and security considerations. With this in mind, TMD staff will continue to review and analyze its programs, methods and messages in order to improve and refine them.

BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBCs) in Downtown Bethesda. Staff will continue to develop relationships and network with TBCs as BTS assists them in complying with the Montgomery County law which requires businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan with the County's Department of Transportation.

While relationships with TBCs are important, it is also important not to neglect providing information directly to employees to assist them in their commute mode decision making. BTS works one-on-one with commuters at Commuter Information Days, answering questions and "overcoming objections" to making the switch from single occupancy commuting to transit, car/vanpooling, walking, bicycling, or teleworking. BTS also provides important commute information in monthly newsletters and through social media including Facebook and Twitter.

### *Transit*

According to the Annual Commuter Survey, transit continues to be the most popular form of non-SOV commuting, specifically Metrorail. The percentage of peak period commuters choosing Metrorail was 20% in FY2016. The percentages of commuters taking the bus fluctuate more from year to year, from a high of 9% in FY2009 to 7% in FY2016. Bus ridership is rebounding, after this dip however, as just 5% of survey respondents reported taking the bus in FY2011 and 6% in FY2014.

BTS will continue to promote the use of public transportation as a viable option. Staff will emphasize the convenience of transit and affordability of transit compared to driving alone, as well as highlight programs that supplement transit use, such as Guaranteed Ride Home. Staff will continue to work with TBCs to assist them in maximizing their transit benefit program dollars, and distribute transit information via these contacts.

BTS will continue to provide information on Real Time and mobile transit data such as WMATA's Next Bus/Train technology and Ride On's Ride On Real Time information. BTS will also continue to provide commuters with announcements on public hearings regarding changes or improvements to transit to ensure transit agencies receive appropriate feedback from customers on their services.

### *Carpool/Vanpool*

Commuters in the Metropolitan Washington region have been among the nation's leading participants in carpools and vanpools. Benefiting from an extensive network of High Occupancy Vehicle (HOV)

lanes in Maryland (along I-270 and US-50) and in Virginia (along the I-395 and I-66 corridors), many commuters into the Bethesda CBD save time and money by joining a carpool or vanpool.

BTS helps commuters find a carpool/vanpool that will work with them by matching them with other commuters in the Commuter Connections Rideshare database.

One tool in BTS' carpool/vanpool "toolbox" is the carpool parking permit from Montgomery County. In County garages, those who have received the permit may park in highly visible, convenient parking places between certain hours at a discount. It has been helpful in BTS' marketing efforts to point out that while parking rates have increased in the CBD, carpool parking rates have remained consistent or increased minimally.

Another incentive that BTS continues to promote is Commuter Connections' 'Pool Rewards program. Launched in FY11, participants in the program can earn \$2 (\$1 each way) for each day they carpool to work over a consecutive 90-day period, up to a maximum of \$130. To be eligible, participants must start or join a new carpool, go online to log some simple information about their commutes, and complete a brief survey about their experiences.

Getting paid to car/vanpool, driving in HOV lanes, getting prime parking at a discount, and free emergency rides home with the Guaranteed Ride Home program makes car/vanpooling difficult to turn down!

### *Biking/Walking/Teleworking*

With the Capital Crescent Trail and Bethesda Trolley Trails conveniently serving Downtown Bethesda, biking and walking to work are increasingly becoming viable and realistic commute modes for many people. The expansion of the Capital Bikeshare network into Downtown Bethesda in FY2014 and subsequent addition of many bikeshare docks in the Downtown has also encouraged casual cyclists to consider bicycling as a viable form of transportation during the work day. These factors, combined with improvements in bicycle and pedestrian infrastructure by both Montgomery County and State Highway, makes it easier for BTS staff to encourage biking and walking to work for residents living both within and near the CBD.

As telework technology improves, more employees are able to work remotely and companies are making it possible for them to do so. As part of its outreach to employers, TMD staff promotes the adoption of formal telework policies. Several events have been held in recent years to promote telework as a viable option for any business, including workshops from Montgomery County Commuter Services.

### *Traffic and Parking*

Employers offering free or subsidized parking to employees as a "benefit" remains one of the main challenges to reducing SOV rates. BTS has worked to overcome this by convincing companies to subsidize transit at the same rate as parking, known as "parking parity." The federal government has helped in this effort by passing the American Recovery and Reinvestment Act in February 2009 and was extended through 2011 and again through 2016. Under the Act, the maximum pre-tax transit benefit an employer could provide went from \$120 per month to \$230 per month, which created parity with the amount allowed for parking expenses and allowed employees to reduce their commuting costs by up to 40%, while helping employers save 10% or more on payroll taxes. In 2015, that provision

was allowed to lapse and the maximum amount allowed for transit benefits was reduced to \$130 per month. At the end of 2015, however, President Obama signed the Protecting Americans from Tax Hikes Act, which permanently expanded pre-tax transit parity with parking limits to \$255 per month.

Transit benefits remain an essential part of every Bethesda area employer's benefits package. BTS staff often hears from employers that having the Bethesda Metro Station in the center of Downtown Bethesda is an advantage to both their clients and employees.

### *Conclusions & Recommendations*

BTS will continue to be the primary source of transportation information and assistance for Transportation Benefits Coordinators (TBCs) in Downtown Bethesda. Staff will continue to develop relationships and network with the TBCs.

BTS will also continue to work with employers to keep them in compliance with the Montgomery County Law which requires businesses with 25 or more employees to file a Traffic Mitigation Plan and subsequent Annual Reports with the County's Department of Transportation.

In January 2018, Congress passed and President Trump signed the Tax Cuts and Jobs Act, which will eliminate tax write-offs for employers to subsidize employee's parking or transit costs. This could mean a major shift in how employers provide these benefits. The law does, however, increase the pre-tax limit from \$255 per month in 2017 to \$260 per month.

In the 2015 Survey, nearly 20% of respondents said that a guaranteed emergency ride home would encourage them to use an alternative form of transportation (carpool/vanpool, transit, bicycling) to get to work. Marketing an existing program such as the regional Guaranteed Ride Home program offered by Commuter Connections to Downtown Bethesda commuters would be an easy way to "tip the balance" towards alternative commuting options. In addition, 16% of respondents said that access to bus and transit schedules would make them more likely to take transit. This is also an opportunity to market existing tools to commuters.

BTS will continue to work with relevant partners to promote programs and services that will sustain the achieved mode share, while continuing to reduce single occupancy trips and promoting economic growth. Looking towards to future at the new NADMS goal of 55%, BTS is already working with new businesses in Bethesda, as well as those, such as Marriott, who will be moving to the Downtown area in the near future. BTS is also excited at the opportunity to speak to residents living in within the TMD.

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## Appendix A A Selection of BTS Newsletters from FY2016- FY2017

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### Walk & Ride 2015

We are excited to announce the winners for Week 3 and the Grand Prizes for the 2015 [Walk & Ride Challenge](#). A huge thank you to ALL participants and our sponsors:

- [&pizza](#)
- [Body and Brain Yoga and Tai Chi Bethesda](#)
- [Bradley Food & Beverage](#)
- [Brickside Food and Drink](#)
- [City Sports Bethesda](#)
- [Fitness First](#)
- [Original Pancake House](#)
- [Rockville Family Chiropractic Clinic](#)
- [S.S. Papadopoulos and Associates](#)
- [Smoothie King](#)
- [Sport and Health Bethesda](#)

### Grand Prize Winners!

Our Grand Prize winning teams are chosen by using the average number of steps each member has taken. That's each team member's total steps added up, and divided by the number of members on the team.

- **First Place: The Sky Walkers from HDR**
  - The Sky Walkers walked an average of 326,702 steps over the 3-week period.
  - Each team member will receive a prize package that includes a \$125 gift card to Amazon, gift certificates to [Rockville Family Chiropractic](#), and gift certificates to [&pizza](#)!
- **Second Place: Team Walkin' Out from ASHP**
  - The members of Team Walkin' Out walked an average of 288,958 steps over the 3-week period.
  - Each team member will receive a prize package that includes a \$75 gift card to Amazon and a gift bag from [Fitness First](#)!
- **Third Place: Street Accred from ASHP!**
  - The members of Street Accred walked an average of 262,570 steps over the 3-week period.
  - Each team member will receive a \$50 gift card to Amazon and a gift card from Chipotle!

See your team's placement on the [Final Standings](#) list here!

Congratulations to our Top Three Winning Teams!



### 2015 Annual Commuter Survey

Each year, the [Montgomery County Annual Commuter Survey](#) is conducted to help find ways to improve transportation services around the county. Company participation is required and organizations are chosen via a county-specific selection process. If you do not see your company listed in the drop-down menu in the [survey](#), your company was not selected to participate, therefore you cannot participate in the [survey](#). If your company was selected to participate, you may take the [survey](#) and, upon its completion, you will be entered into a drawing for great prizes!



### Bethesda Circulator Challenge Winners

For our final [Walk & Ride](#) prize challenge, we asked you to grab your friends or teammates and hop on the **FREE Bethesda Circulator** and take a photo of your group on the bus. We received many creative entries!

## A Selection of BTS Newsletters from FY2016 - FY2017

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#### Walking Challenge Winners

Each week we award a prize to one person who walked between 25,000 and 49,000 steps and one person who walked 50,000 or more steps. Week 3 prizes: for the 25,000+ category, one lucky winner will receive a prize; for the 50,000+ category, a gift card for a brand new Kindle!

Week 3 Walking Challenge winners, chosen randomly, are....!

- Walking between 25,000 and 49,999 steps: **Jeremy Farris of AOTA Team One.**
- Walking greater than 50,000 steps: **Jennifer Tarr of Christopher Walkin.**

#### Congrats Winners!

Please contact Jennifer Zucker at [jzucker@bethesda.org](mailto:jzucker@bethesda.org) to find out how to collect your prizes.

BTS is conducting a Post-Event survey to see what we can improve upon for next year. If you participated in the Challenge, please take the Post Event Survey.

[Click here to take the Walk & Ride Post Event Survey.](#)

The deadline for completing the survey is noon Monday, November 2.

Thanks again for participating!

The winners are...!

- **The Active Quads of Dreyfuss Management**
- **The Scrambled Legs of ASHP**
- **The CDM Originals**
- **The CDM Swaggers**

#### Facebook Challenge Winner

Also in the final week of the [Walk & Ride Challenge](#), we asked the participants to "like" us on Facebook and leave us a comment about your [Walk & Ride](#) experience. The names of folks entering comments were entered into a random drawing. And the winner of a gift card is...**Dani Greenwald of AJSS!**

**Bethesda Transportation Solutions**  
7700 Old Georgetown Road | Bethesda, MD 20814  
Telephone: 301.656.0868 | [www.bethesdatransit.org](http://www.bethesdatransit.org)



*Bethesda*  
Transportation Solutions

## A Selection of BTS Newsletters from FY2016 - FY2017

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# Bethesda

Commuter Solutions

### Take A New Look At BTS!

We are so excited to unveil our new [website](#) this month! It features a streamlined look and responsive design that will make it even easier to find a "Better Way to Work!" Now you can [track the Circulator from your desktop](#), [find the nearest bike rack](#) while standing on the sidewalk, or [locate the most convenient Park and Ride Lot](#) before you leave your house!

You can explore more of the great new features of our website at [www.bethesdatransit.org](http://www.bethesdatransit.org).



### WMATA Wants to Hear From You!

The Washington Metropolitan Transit Agency (WMATA) is seeking public comment regarding their budget and fare pass proposals. To give your opinion, you can [click here](#) to take a survey from WMATA, or send an email to [writtestimony@wmata.com](mailto:writtestimony@wmata.com). **The deadline for comments and to take the survey is 9:00 a.m. on Monday, February 29, 2016.**

### Montgomery Parks Needs Your Help!

On Thursday, March 3, the Montgomery County Planning Board is holding a meeting to review the Public Hearing Draft of the Countywide Park Trails Amendment.

You may review the Amendment [here](#) in advance of the meeting. This particular agenda item will be taken up at approximately 4:00 p.m. The meeting will be held at the Planning Department, 8787 Georgia Avenue, Silver Spring, MD. [Click here](#) for more information.



### New Capital Bikeshare Station!

Capital Bikeshare has opened a new station at the Medical Center Metro Station. [Click here](#) for details about the Station.

Bethesda Transportation Solutions  
7700 Old Georgetown Road | Bethesda, MD 20814  
Telephone: 301.656.0868 | [www.bethesdatransit.org](http://www.bethesdatransit.org)



Bethesda  
Commuter Solutions

## A Selection of BTS Newsletters from FY2016 - FY2017

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### Montgomery County Wants to Help Your Employees Take Transit!

If you want to start a transit (or vanpool) benefits program and don't know where to start, or if you have a program and want to increase the

benefits you offer - Montgomery County's got you covered!

[FareShare](#) will match your company's contributions to start a commuter benefits program or enhance an existing program in an effort to minimize commuter traffic coming into and out of Downtown Bethesda.

Here's how it works:

- For new direct transit/vanpool benefit programs, the [FareShare](#) program will match the benefit offered by the employer up to \$50/employee/month – or a total benefit to the employee of \$100/month.
- For existing transit/vanpool benefit programs, the [FareShare](#) program will match any increase in the transit benefit up to \$50/month.
- Employers who participate are eligible for a [State tax credit](#) of 50% of their contribution, up to a maximum credit of \$100/employee/month. This credit is available to both for-profit and non-profit organizations.

[Click here](#) to see a brochure about FareShare! To find out more, call Kristen at BTS at (301) 656-0868 ext. 119 or email her at [kblackmon@bethesda.org](mailto:kblackmon@bethesda.org)!



### Call to Action for Bicyclists and Pedestrians

Montgomery County and the Planning Department is seeking your participation and input. Montgomery County Executive Isiah is seeking three applicants to fill positions on the County's Pedestrian, Bicycle, and Traffic Safety Advisory Committee. The Committee advises County officials on the implementation of Pedestrian

Safety Initiatives, priorities, and areas of need. The deadline for applications is tomorrow, Friday, September 30. [Click here for more information.](#)

Montgomery County's Planning Department is looking for photos of various types of bicyclists for publication in the new Bicycle Master Plan publication. The deadline for photo submissions is Friday, October 7. [Click here for more information.](#)



### SafeTrack Survival Guide Update

There have been several changes to the Safety Surge schedule since the publication of BTS' SafeTrack Survival Guide. Make sure you have the most up-to-date copy of downloading the Survival Guide by [clicking here](#). And, as always, you can find track maintenance and status alerts at [www.wmata.com](http://www.wmata.com).



### New Route Schedules for Some Ride On Bus Routes

Schedule adjustments for several Ride On routes debuted on September 18, including [Route 30](#), which runs between the Medical Center and Bethesda Metro Stations.

Most of the changes involved only minor time changes.

[Click here](#) to see the complete list of routes whose schedules were adjusted.

Bethesda Transportation Solutions  
7700 Old Georgetown Road | Bethesda, MD 20814  
Telephone: 301.656.0868 | [www.bethesdatransit.org](http://www.bethesdatransit.org)





## A Selection of BTS Newsletters from FY2016 - FY2017

May 2016 - Page 1 of 2

# Bethesda

Commuter Solutions



### Downtown Bethesda Bike to Work Day 2016

The 2016 Downtown Bethesda Pit Stop was a beautiful bright spot in the midst of one of the rainiest seasons in history. Nearly 500 cyclists checked into the event, and we had amazing event partners and prize donations! [Click here to see photos of the event!](#)

#### T-Shirts

We still have t-shirts, and there's one here for you if you came to the pit-stop but didn't get one.

Sizes available are Small, Medium, Large, and Extra Large, while supplies last. Come on in and ask Allison in the front office for your preferred size.

Location: Offices of Bethesda Transportation Solutions, a division of the Bethesda Urban Partnership  
7700 Old Georgetown Road, Lobby Level  
Bethesda, MD 20814  
(301) 656-0868  
Hours: 9:00am - 5:00pm, Monday through Friday



### Thank You To Our State and Local Dignitaries

We were pleased to have **Maryland State Delegate Ariana Kelly** emcee the program for us. This year's program included Proclamations from the State Comptroller, Montgomery County, the State of Maryland, as well as from the Montgomery County Council. The complete list of speakers included:

- MD State Delegate Ariana Kelly
- Comptroller Peter Franchot (Pictured, above)
- MD State Delegate Marc Korman
- Council Member Roger Berliner
- Al Roshdieh, Director, Montgomery County Department of Transportation
- Catherine Provost, Constituent Services, Congressman Chris Van Hollen

### Bike to Work Day Grand Prize Winner: Jacquelyn Deane

Jacquelyn "Lindy" Deane won the grand prize drawing for the bike from Griffin Cycle! Deane says that winning the bike is the "Best prize of my life!" You deserve it, Lindy! Congratulations!

### Arlington Road Repaving Project

Starting in June 2016, Montgomery County will begin repaving Arlington Road between Bradley Boulevard and Old Georgetown Road. During this time, the road will remain open, however lanes may be closed to accommodate the project, which is expected to take five weeks to complete. [Click here for more information.](#)

## A Selection of BTS Newsletters from FY2016 - FY2017

May 2016 - Page 2 of 2

### Thank You To Our Sponsors and Event Partners

This event could never be so successful without the support and involvement of our local business community. Businesses like **Griffin Cycle** (pictured providing a free bike check at the event) make Bike To Work Day in Downtown Bethesda one of the best in the region year after year. Special thanks to the following sponsors and partners: [All Fired Up](#), [American Diabetes Association](#), [Bethesda Bagels](#), [Bethesda Court Hotel](#), [Bethesda Green](#), [Bethesda Sport & Health](#), [Bradley Food and Beverage](#), [Carr Workplaces](#), [City Bikes](#), [Coalition for the Capital Crescent Trail](#), [Core Power Yoga](#), [Cystic Fibrosis Foundation Cycle for Life](#), [DrinkMore Water](#), [FitCrush](#), [Griffin Cycle](#), [Honest Tea](#), [Lebanese Taverna](#), [Maryland-National Capital Park and Planning Commission](#), [Montgomery County Police](#), [Nando's Peri-Peri](#), [The North Face](#), [Orthology](#), [Potomac Pedalers](#), [Ruth's Chris Steak House](#), [Silver](#), [Smoothie King](#), [Spring Mill Bread Co.](#), [Unity Woods Yoga](#), [Whole Foods](#), [Woodmont Grill](#)



### Parking Rate Increase

Starting July 1, 2016, the parking rate in the following Downtown Bethesda garages will increase to \$1.00 per hour: Cordell-St. Elmo (Garage 40), Metropolitan (Garage 49) and Bethesda-Elm (Garage 57). [Click here for more information.](#)



**Bethesda Transportation Solutions**  
7700 Old Georgetown Road | Bethesda, MD 20814  
Telephone: 301.656.0868 | [www.bethesdatransit.org](http://www.bethesdatransit.org)



**Bethesda**  
COMMUNITY SOLUTIONS



## Appendix B

### Other Advertising and Outreach Efforts

Display advertisement at the Bethesda-Chevy Chase Chamber of Commerce office.



**Find Your ROUTE to a Better COMMUTE!**

Your **FREE** resource for better, less stressful commuting options to downtown Bethesda.






  	<p><b>Commuter Services</b></p> <ul style="list-style-type: none"> <li>Customized Transit Routing</li> <li>Carpool Connections</li> <li>Metrobus/RideOn</li> <li>Bethesda Circulator</li> </ul> <p><b>Employer Services</b></p> <ul style="list-style-type: none"> <li>SmartBenefits</li> <li>Traffic Mitigation Plans</li> <li>Employer Tax Incentives</li> </ul> <p><b>Special Events</b></p> <ul style="list-style-type: none"> <li>Bike to Work Day — Bethesda Pit Stop</li> <li>Walk &amp; Ride Challenge</li> </ul>	<p><b>MetroRail/MARC/VRE</b></p> <ul style="list-style-type: none"> <li>Biking &amp; Trail Information</li> <li>Car Sharing &amp; Bike Sharing</li> </ul> <p><b>Implementing</b></p> <ul style="list-style-type: none"> <li>Telework Programs</li> <li>Commuter Information Days</li> </ul> <p><b>Car Free Day</b></p> <ul style="list-style-type: none"> <li>Pedestrian &amp; Bicycling Safety Outreach</li> </ul>
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**www.bethesdatransit.org**  
7700 Old Georgetown Road • 301.656.0868  
Open Monday-Friday • 8:30am-5:00pm

BTS advertisement in the 2017 Bethesda-Chevy Chase Chamber of Commerce Directory.



At BTS' Walk & Ride Packet Pick Up events, staff hangs a banner for the Walk & Ride Challenge from the back of the BTS branded tent.

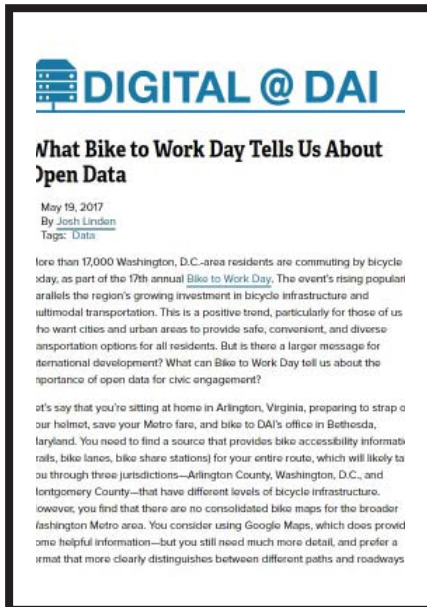
Bike to Work Day 2016 attendees catch up in front of that year's banner BTS receives from Commuter Connections. BTS orders an additional banner to hang from the balcony at Barnes and Noble in Downtown Bethesda for about one month prior to the event.

At right is a graphic showing the wrap applied to the BTS van in 2016.



## Appendix C

### Press and Media Coverage



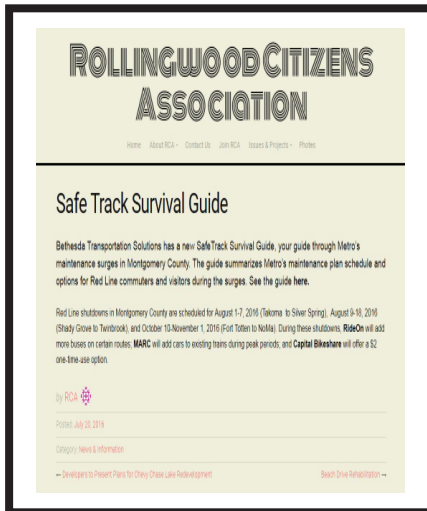
**DIGITAL @ DAI**

#### What Bike to Work Day Tells Us About Open Data

May 19, 2017  
By Josh Linden  
Tags: Data

More than 12,000 Washington, D.C.-area residents are commuting by bicycle today, as part of the 17th annual [Bike to Work Day](#). The event's rising popularity parallels the region's growing investment in bicycle infrastructure and multimodal transportation. This is a positive trend, particularly for those of us who want cities and urban areas to provide safe, convenient, and diverse transportation options for all residents. But is there a larger message for international development? What can Bike to Work Day tell us about the importance of open data for civic engagement?

Let's say that you're sitting at home in Arlington, Virginia, preparing to strap on your helmet, save your Metro fare, and bike to DAI's office in Bethesda, Maryland. You need to find a source that provides bike accessibility information: trails, bike lanes, bike share stations for your entire route, which will likely take you through three jurisdictions—Arlington County, Washington, D.C., and Montgomery County—that have different levels of bicycle infrastructure. However, you find that there are no consolidated bike maps for the broader Washington Metro area. You consider using Google Maps, which does provide some helpful information—but you still need much more detail, and prefer a format that more clearly distinguishes between different paths and roadways.



## ROLLINGWOOD CITIZENS ASSOCIATION

Home About RCA Contact Us Join RCA Issues & Projects Photos

### Safe Track Survival Guide

Bethesda Transportation Solutions has a new [Safe Track Survival Guide](#), your guide through Metro's maintenance surges in Montgomery County. The guide summarizes Metro's maintenance plan schedule and options for Red Line commuters and visitors during the surges. [See the guide here.](#)

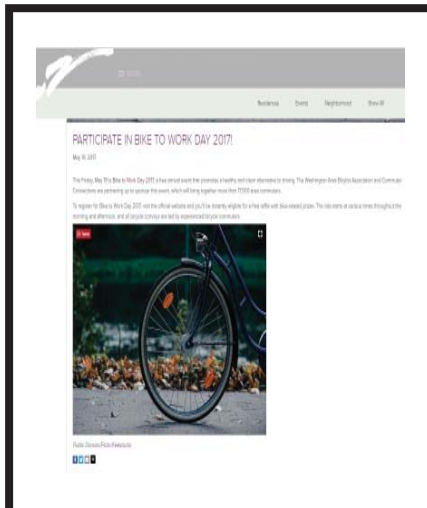
Red Line shutdowns in Montgomery County are scheduled for August 1-7, 2016 (Takoma to Silver Spring), August 9-10, 2016 (Shady Grove to Timonium), and October 10-November 1, 2016 (Fort Totten to Naylor). During these shutdowns, [RideOn](#) will add more buses on certain routes. [MARC](#) will add cars to existing trains during peak periods, and [Capital Bikeshare](#) will offer a \$2 one-time use option.

by RCA

Posted July 28, 2016

Category: News & Information

← [Developers Present Plans to Delay Chase Line Redevelopment](#) [Search Drive Rehabilitation](#) →



13 likes

Facebook Share Register Like

#### PARTICIPATE IN BIKE TO WORK DAY 2017

May 16, 2017

The Friday, May 19th Bike to Work Day 2017 offers a great chance for parents, families and your students to enjoy. The Washington Area Bicyclist Association and Commuter Connections are partnering to sponsor the event, which will bring together more than 17000 area commuters.

To register for [Bethesda Patch](#) 2017, visit the official website and click the event's page to view details and see what's new. The ride starts at 8:00am through the streets of Bethesda and ends at the Bethesda MoCo Pit Stop.


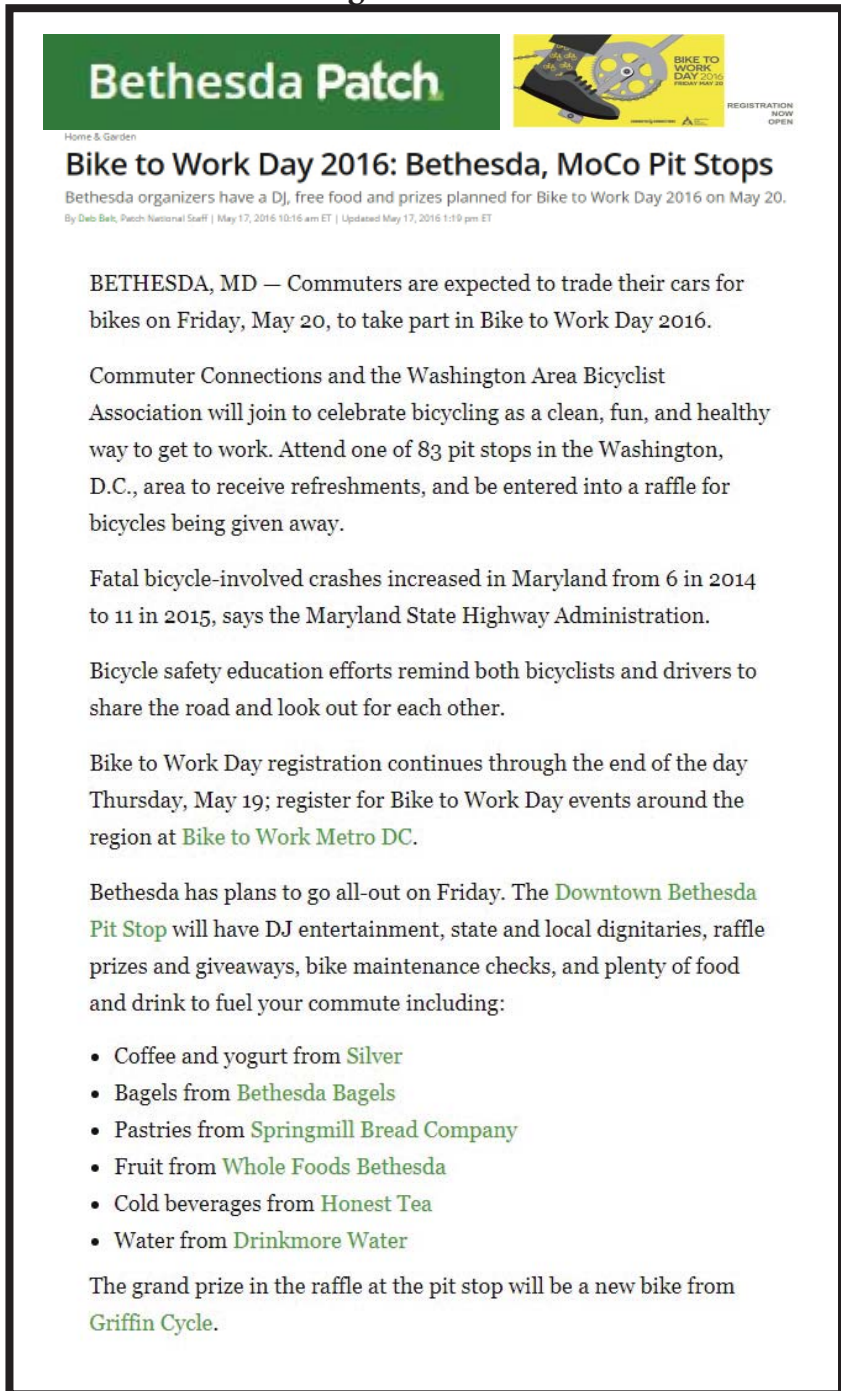


Photo: [David P. Hawkins](#)

Facebook Like Comment



## Bethesda Patch

Home & Garden

### Bike to Work Day 2016: Bethesda, MoCo Pit Stops

Bethesda organizers have a DJ, free food and prizes planned for Bike to Work Day 2016 on May 20.

By [Debs Bask](#), [Patch National Staff](#) | May 17, 2016 10:16 am ET | Updated May 17, 2016 1:19 pm ET

BETHESDA, MD — Commuters are expected to trade their cars for bikes on Friday, May 20, to take part in Bike to Work Day 2016.

Commuter Connections and the Washington Area Bicyclist Association will join to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 83 pit stops in the Washington, D.C., area to receive refreshments, and be entered into a raffle for bicycles being given away.

Fatal bicycle-involved crashes increased in Maryland from 6 in 2014 to 11 in 2015, says the Maryland State Highway Administration.

Bicycle safety education efforts remind both bicyclists and drivers to share the road and look out for each other.

Bike to Work Day registration continues through the end of the day Thursday, May 19; register for Bike to Work Day events around the region at [Bike to Work Metro DC](#).

Bethesda has plans to go all-out on Friday. The [Downtown Bethesda Pit Stop](#) will have DJ entertainment, state and local dignitaries, raffle prizes and giveaways, bike maintenance checks, and plenty of food and drink to fuel your commute including:

- Coffee and yogurt from [Silver](#)
- Bagels from [Bethesda Bagels](#)
- Pastries from [Springmill Bread Company](#)
- Fruit from [Whole Foods Bethesda](#)
- Cold beverages from [Honest Tea](#)
- Water from [Drinkmore Water](#)

The grand prize in the raffle at the pit stop will be a new bike from [Griffin Cycle](#).

BTS receives lots of coverage in the form of blog posts from neighborhoods near Bethesda, as well as from businesses located within Downtown Bethesda, such as DAI.

## Appendix D Traffic Mitigation Plans & Annual Reports – Examples

### Traffic Mitigation Plan - Page 1

#### TRAFFIC MITIGATION PLAN WORKSHEET

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Number of Full-time Employees: \_\_\_\_\_ Part-time Employees: \_\_\_\_\_

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

**DIRECTIONS:** Provide a brief description of your current or planned efforts in the last column. Please note that strategies 1-8 are required and are also considered the minimum to be completed.

Go to <http://www2.montgomerycountymd.gov/trafficmitigationpublic/> to file your plan online.

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
1.	Contact person designated to receive and distribute information	(Name), (title), (e-mail), (phone). We will notify the TMD in writing of any changes in this information
2.	Information on transit/pooling/other commute alternatives distributed/posted regularly (furnished by TMD)	This information is provided by Bethesda Transportation Solutions. We can provide brochures to be displayed in employee common areas, and/or links to internet sites such as <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> to be published on your company's intranet site.  Suggested employer description: We will post information that we have received from BTS, including the BTS brochures explaining commuting options.
3.	Facilitate TMD staff presentations to employees and HR/Administrative staff on commute information/alternatives on periodic basis	Bethesda Transportation Solutions will come to your business to present employees with information on their commuting options. We also host <a href="#">Commuter Information Days</a> in various office buildings in downtown Bethesda.  Suggested employer description: We will notify employees when BTS hosts future Commuter Information Events in our building. We understand that our TMD representative will send us a flyer a week before the Commuter Info Event. We will post that flyer and encourage employees to attend.
4.	<a href="#">Guaranteed Ride Home Promotion</a> (free regional program offering emergency rides)	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml">http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml</a> .  Suggested employer description: We will provide information about the Guaranteed Ride Home program to our employees.
5.	Annual Commuter Survey distributed to employees (short survey of transportation– supplied by TMD)	The Annual Commuter Survey is conducted by the County and seeks to learn more about the commuting habits of area employees. Businesses with 25 or more employees are randomly selected to participate.  Suggested employer description: If selected to participate in the Survey, we will distribute survey to our employees via e-mail and will also send an e-mail reminder.

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>



## Traffic Mitigation Plans & Annual Reports – Examples

### Traffic Mitigation Plan - Page 2

#### TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
6.	ADA information provided ( <a href="#">transportation services for people with disabilities</a> )	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org/transit-F-transit.shtml">http://www.bethesdatransit.org/transit-F-transit.shtml</a> .  Suggested employer description: We will continue to provide disabled employees with information on the regional Metro Access program and Montgomery County's Same Day Access program.
7.	Permanent display area for TMD-provided bus schedules and other transportation information	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> .  Suggested employer description: We post TMD brochures in a common area. We have contacted BTS when additional info is needed.
8.	Compile information on yearly TMP activities and submit Annual Report	Each spring, you will receive an e-mail prompting you to submit your Annual Report of TMP Activities using the County's on-line description. Bethesda Transportation Solutions will work with you to put together your Annual Report.  Suggested employer description: The company maintains a file on all of our TMP activities and will continue to submit an Annual Report.
9.	Attendance at free CSS-sponsored meetings/workshops permitted for designated contact person	Bethesda Transportation Solutions publicizes many such events each year.  Suggested employer description: (Contact) will be permitted to attend ___ such meeting(s) per year.
10.	Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations)	Bethesda Transportation Solutions will provide you with any information you would like to provide to new employees about taking transit to work.  Suggested employer description: We inform new employees of our transit subsidy program and provide Metro pocket guide and Ride On route maps to assist them in transit planning.
11.	Free or reduced rate parking for car/vanpools offered to employees	If your building has a private parking garage, check to see if it provides this service.
12.	Preferred location and/or reserved parking for car/vanpools offered to employees	Montgomery County garages in Bethesda offer reserved parking for car/vanpools. Bethesda Transportation Solutions can provide brochures about this program.  Suggested employer description: We will post the BTS brochure which explains the County's carpool program.
13.	Provision of car sharing space in highly visible location within on-site parking facility.	Car sharing entails the use of a service such as <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> .  Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Traffic Mitigation Plans & Annual Reports – Examples

### Traffic Mitigation Plan - Page 3

#### TRAFFIC MITIGATION PLAN WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
13.	Provision of car sharing space in highly visible location within on-site parking facility.	Car sharing entails the use of a service such as <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> .  Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.
14.	Provision of car sharing incentives, including paying part or all of membership costs, rental costs, or similar incentives.	Car sharing entails the use of a service such as <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> .  Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.
15.	Bike amenities at worksite, such as racks, lockers, and showers (TMD may be able to supply)	Find the bike rack closest to your location <a href="#">here</a> .  Suggested employer description: Bethesda has many public bike racks for commuters.
16.	Transit/pedestrian amenities at worksite (e.g. sidewalks, benches, etc.)	Describe the amenities near your building. Is there a bus stop? Benches? A <a href="#">Bethesda Circulator</a> stop?  Suggested employer description: Sidewalks are located just outside our building.
17.	<a href="#">Carpool matching</a> for employees (as part of free region-wide matching program, or can be on-site only)	Bethesda Transportation Solutions provides this service! Have employees contact us for <a href="#">free car pool matching</a> .  Suggested employer description: We will provide information to our employees explaining this program.
18.	Alternative work schedules: ___ Flex Time      ___ Jobsharing ___ Compressed Work Week      ___ <a href="#">Telecommute</a> / <a href="#">Teleworking</a>	If your company offers any of these programs, please provide a description of the program, as well as an estimate of how many employees take advantage of them.
19.	Tax-free monthly transit subsidies provided to employees.	Does your company offer a transit subsidy? If so, brag a little!  Suggested employer description: Our company transit subsidies to employees using transit to commute to and from work.  We started our program on _____ and ___ of our employees are currently participating in this program.  Or: We are currently looking into the possibility of offering such a benefit to our employees.
20.	<a href="#">Maryland State Commuter Tax Credit</a> for employers	Did you know that companies that provide transit subsidies to their employees qualify for the State's 50 percent tax credit on their contributions to employees' commuting costs?
21.	Pre-tax payroll deduction for transit costs offered to employees (saves employer & employee money)	

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Traffic Mitigation Plans & Annual Reports – Examples

### Traffic Mitigation Plan - Page 4

#### TRAFFIC MITIGATION PLAN WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
22.	Transit passes/tokens offered for purchase at worksite (at full or reduced price)	
23.	Subsidize employee parking and transit equally (if employee parking is currently subsidized, offer equal subsidy for transit costs)	
24.	<u>Ozone Action Days</u> participation (regional program to alert people to dangerous air quality days)	<p>When air quality in the Washington Metro area reaches unhealthy levels, buses in the following transit systems are free: Ride On, Prince Georges County THE BUS, Frederick County TransIT, Metro buses in Montgomery County and Prince Georges County. Sign up for e-mail alerts through <a href="#">Clean Air Partners!</a></p> <p>Suggested employer description: We will post Ozone Action Days information in our employee break area during the summer months.</p>
25.	Other : Please Indicate	

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>



## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 1

#### TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Number of Full-time Employees: \_\_\_\_\_ Part-time Employees: \_\_\_\_\_

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

DIRECTIONS: Provide a brief description of your current or planned efforts in the last column. Please note that strategies 1-8 are required and are also considered the minimum to be completed.

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	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
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2.	Information on transit/pooling/other commute alternatives distributed/posted regularly (furnished by TMD)	This information is provided by Bethesda Transportation Solutions. We can provide brochures to be displayed in employee common areas, and/or links to internet sites such as <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> to be published on your company's intranet site.  Suggested employer description: We have posted information that we have received from BTS, including the BTS brochures explaining commuting options.
3.	Facilitate TMD staff presentations to employees and HR/Administrative staff on commute information/alternatives on periodic basis	Bethesda Transportation Solutions will come to your business to present employees with information on their commuting options. We also host <a href="#">Commuter Information Days</a> in various office buildings in downtown Bethesda.  Suggested employer description: BTS hosted Commuter Info Events in our building on (date). We will continue to notify employees when BTS hosts future Commuter Info Events in our building. We understand that our TMD rep. will send us a flyer a week before the Commuter Info Event. We will post that flyer and encourage employees to attend.
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5.	Annual Commuter Survey distributed to employees (short survey of transportation– supplied by TMD)	The Annual Commuter Survey is conducted by the County and seeks to learn more about the commuting habits of area employees. Businesses with 25 or more employees are randomly selected to participate.  Suggested employer description: We were selected for the Commuter Survey in (year). Our TMD rep informed us that (number) employees submitted surveys. We handed out surveys and encouraged employees to turn in survey or take online. If selected for future commuter surveys, we will encourage employees to participate again, send out email reminders, and try to increase our response rate.

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 2

#### TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

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11.	Free or reduced rate parking for car/vanpools offered to employees	If your building has a private parking garage, check to see if it provides this service.
12.	Preferred location and/or reserved parking for car/vanpools offered to employees	Montgomery County garages in Bethesda offer reserved parking for car/vanpools. Bethesda Transportation Solutions can provide brochures about this program.  Suggested employer description: We will post the BTS brochure which explains the County's carpool program.
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## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 3

#### TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
14.	Provision of car sharing incentives, including paying part or all of membership costs, rental costs, or similar incentives.	Car sharing entails the use of a service such as <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> . Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.
15.	Bike amenities at worksite, such as racks, lockers, and showers (TMD may be able to supply)	Find the bike rack closest to your location <a href="#">here</a> . Suggested employer description: Bethesda has many public bike racks for commuters.
16.	Transit/pedestrian amenities at worksite (e.g. sidewalks, benches, etc.)	Describe the amenities near your building. Is there a bus stop? Benches? A <a href="#">Bethesda Circulator</a> stop? Suggested employer description: Sidewalks are located just outside our building.
17.	<a href="#">Carpool matching</a> for employees (as part of free region-wide matching program, or can be on-site only)	Bethesda Transportation Solutions provides this service! Have employees contact us for <a href="#">free car pool matching</a> . Suggested employer description: We will continue to provide information to our employees explaining this program.
18.	Alternative work schedules: <input type="checkbox"/> Flex Time <input type="checkbox"/> Jobsharing <input type="checkbox"/> Compressed Work Week <input type="checkbox"/> <a href="#">Telecommute</a> <input type="checkbox"/> <a href="#">Teleworking</a>	If your company offers any of these programs, please provide a description of the program, as well as an estimate of how many employees take advantage of them.
19.	Tax-free monthly transit subsidies provided to employees, including <a href="#">SmartBenefits</a> .	Does your company offer a transit subsidy program? If so, brag a little! Suggested employer description: We started our program on _____ and _____ of our employees participated in the program in 2010. The amount of the subsidy in 2010 was \$_____. Or: We are currently looking into the possibility of offering such a benefit to our employees.
20.	<a href="#">Maryland State Commuter Tax Credit</a> for employers	Did you know that companies that provide transit subsidies to their employees qualify for the State's 50 percent tax credit on their contributions to employees' commuting costs?
21.	Pre-tax payroll deduction for transit costs offered to employees (saves employer & employee money)	
22.	Transit passes/tokens offered for purchase at worksite (at full or reduced price)	
23.	Subsidize employee parking and transit equally (if employee parking is currently subsidized, offer equal subsidy for transit costs)	

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 4

#### TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
24.	<u>Ozone Action Days</u> participation (regional program to alert people to dangerous air quality days)	When air quality in the Washington Metro area reaches unhealthy levels, buses in the following transit systems are free: Ride On, Prince Georges County THE BUS, Frederick County TransIT, Metro buses in Montgomery County and Prince Georges County. Sign up for e-mail alerts through <u>Clean Air Partners!</u>  Suggested employer description: We will continue to post Ozone Action Days information in our employee break area during the summer months.
25.	Other : Please Indicate	

Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Downtown Bethesda Properties With Traffic Mitigation Agreements With Montgomery County

Development Name	Address	Year Executed
Arlington West	7142 Arlington Road	2002
Artery Plaza	7200 Wisconsin Avenue 4747 Bethesda Avenue	1986 Updated 2017
Bethesda Place II	7600 Wisconsin Avenue	1998
Bethesda Triangle (The Palisades of Bethesda)	4835 Cordell Avenue	2005
Chevy Chase Bank Headquarters	7501 Wisconsin Avenue	1999
Euro Motorcars	7020 Arlington Road	2000
Federal Realty	7255 Woodmont Avenue	1999
Highland Park	4416 East-West Highway	2000
Miller's Edition to Bethesda	4870 Bethesda Avenue	1998
8300 Wisconsin Avenue	8300 Wisconsin Avenue	2013
Safeway	5000 Bradley Boulevard	2010
4500 East-West Highway	4500 East-West Highway	2009
7100 Wisconsin Avenue	7100 Wisconsin Avenue	2014
7535 Old Georgetown Road (and Commerce Lane)	7535 Old Georgetown Road	2014
7340 Wisconsin Avenue	7340 Wisconsin Avenue	Pending
4900 Fairmont Avenue (AKA 7770 Norfolk Avenue) (corner of Norfolk and Fairmont Avenues)	4900 Fairmont Avenue	2014
Air Rights Center	7300 Pearl Street	Pending
7200 Woodmont Avenue	7200 Woodmont Avenue	
Cheval	4990 Fairmont Avenue	
8008 Wisconsin Avenue (Wisconsin and Woodmont at Cordell Avenues)	8008 Wisconsin Avenue	2017
The Flats at Bethesda Avenue	Woodmont and Bethesda Avenues	2013
Rosedale Park	Rosedale and Wisconsin Avenues	2002
Woodmont Central	Wisconsin Avenue and Battery Lane Rugby and Del Ray Avenues	2012
7001 Arlington Road	7001 Arlington Road	2012

## Appendix E - Commuter Survey

### 2015 Annual Commuter Survey - Page 1



Montgomery County Commuter Services, in cooperation with your employer, is conducting this survey to find ways to improve transportation in the County. Your participation is critical to this effort.

This survey will take about 5 minutes to complete. Employees who complete the survey will be entered into weekly prize drawings for \$25 gift cards and a final drawing for a \$500 Grand Prize (unless prohibited by your employer). **PLEASE RETURN THIS SURVEY WITHIN ONE WEEK TO THE PERSON WHO GAVE IT TO YOU, OR FOLLOW OTHER DIRECTIONS YOUR EMPLOYER PROVIDES REGARDING HOW TO RETURN THE SURVEY.**

If you have any questions about the survey, please call us at 240-777-8380.

Thank you – We greatly appreciate your help in getting a picture of commuting patterns and needs in the County!

*Sandra L. Brecher, Chief, Commuter Services Section*

*Montgomery County Department of Transportation-Office of Transportation Policy*

**Please note: If you work for more than one employer, please answer the questions on this survey for the employer that gave you the survey form.**

1	TODAY'S DATE	EMPLOYER OR ORGANIZATION NAME
	STREET ADDRESS OF REGULAR WORK LOCATION	WORK LOCATION ZIP CODE

2 What is your home Zip Code? \_\_\_\_\_

3 How many miles is it from your home to this work location, ONE-WAY? \_\_\_\_\_ miles  
 How much time does it typically take you to travel from home to this location? \_\_\_\_\_ minutes

4 On the most recent day you worked for this employer, what time did you arrive at work and what time did you leave work? (Please enter the time and circle AM or PM)

Arrive at work \_\_\_\_\_ AM PM (circle one)      Leave from work \_\_\_\_\_ AM PM (circle one)

5 Which of the following best reflects your usual work schedule, as assigned by your employer? If you have more than one job, answer for your job at this location. Include days you telework, but if you sometimes work at home or in the office on weekends and this is not required in your assigned work schedule, please exclude these days.

- Standard five days per week schedule (35 or more hours)
- 9 days over 2 weeks, total of 80 hours (9/80 compressed schedule)
- Four 10-hour days per week, 40 hours (4/40 compressed schedule)
- Three 12-hour days per week, 36 hours (3/36 compressed schedule)
- Part-time schedule, less than 35 hours per week
- Work 6 days per week
- Work 7 days per week
- Other schedule (SPECIFY) \_\_\_\_\_



## 2015 Annual Commuter Survey - Page 2

- 6 How many days per week are you typically **assigned** to work for this employer? If the number of days varies from one week to the next, indicate the number that is most typical. If you telework or work off-site some days, please include those days in your count. \_\_\_\_\_ (1 – 7 days)

- 7 For a typical work week, how do you get to work on each of the days you are assigned to work for this employer? If your travel to work varies from one week to the next, report your travel for the **MOST** typical week.

- If you use more than one type of transportation on any day (e.g., you walked to a bus stop then rode the bus), check **ONLY** the type you use for the **longest distance** part of your trip.
- Check "Telework" only if you work **all day at home or another telework location**, on a day you otherwise would work at your regular work place.
- For days you are not assigned to work, check either regular day off or compressed schedule.
- If you are not assigned to work on weekends, you may leave the Saturday and Sunday columns blank.

	(Check one Button in Each Column)						
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Drive alone in a car, truck, van, or SUV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive myself and others (carpool or vanpool <b>driver</b> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride with others (carpool or vanpool <b>rider</b> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Ride-On bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Metrobus or commuter bus (e.g., Eyre, Dillon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Metrorail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take MARC, VRE, or AMTRAK commuter train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk or bicycle (entire trip to work)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Compressed schedule (e.g., 9/80, 4/40, 3/36) <b>day off</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular day off (not compressed schedule)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telework (e.g., work at home or telework center <b>all day</b> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work at client/customer site or business travel <b>all day</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you telework and / or work off-site **ALL of your work days**, please **SKIP TO QUESTION 15**.

- 8 If you typically carpool or vanpool to work, how many people, including yourself, usually ride in the vehicle? (If the number of riders varies, please report the **usual number** of people in the vehicle.)

I do not carpool or vanpool \_\_\_\_\_ total number of people in vehicle, including myself

- 9 On days that you drive to work **at this work location** where do you park? If you don't usually drive, or if you usually drive only to a Metro station, bus stop, or carpool meeting point, please check where you **would** park if you drove all the way to work. (Please choose only one option)

- In a lot or garage at my work location
- In a public lot or garage off-site
- On the street
- Other location (please describe) \_\_\_\_\_
- Don't know

- 10 How much do you pay to park at this location? If you don't usually drive, enter what you would have to pay, if you drove. (Please choose only one option)

No charge, I park or would park for free

\$ \_\_\_\_\_ per: day / month (circle one)

Don't know

## 2015 Annual Commuter Survey - Page 3

- 11 Listed below are several types of monthly financial benefits that might be available to you at work or from your employer to help pay the cost of commuting by transit or vanpool. For each, please indicate if the benefit:

- is available and you currently receive it
- is available and you do NOT receive it
- is NOT available
- you don't know

Transit /Vanpool Financial Benefit	Available and I receive it	Available, but I DON'T receive it	Not available	Don't know
Employer-paid monthly transit/vanpool fare (e.g. SmartBenefits, TranShare, TRANServe, etc.)				
Pre-tax payroll deduction for transit/vanpool				
Other transit/vanpool financial benefit (Please describe): _____				

- 12 If you receive a transit and/or vanpool benefit, how much benefit do you typically receive per month?

\$0 - I don't receive a transit or vanpool benefit

\$ \_\_\_\_\_ per month (please round to the nearest dollar)     Don't know

- 13 Listed below are commuting services that could help you travel to work in a way other than driving alone. For each service listed, please indicate if the service would encourage you to start or increase how often you use the type of transportation noted. For example, check "Yes" for Route/schedule information for transit," if that service would encourage you to start using transit or use transit more often. If you already use the type of transportation noted, also check the "Use this type of transportation now."

Would this service encourage you to start or increase use of carpool, vanpool, transit, or bicycling to get to work?				
Carpool / Vanpool Services	Yes	Maybe	No	Use this type of transportation now
Assistance to form a <u>carpool or vanpool</u>				
Free, reserved and convenient parking for <u>carpools or vanpools</u>				
Monthly payment or reimbursement equal to your <u>vanpool</u> cost				
Pre-tax payroll deduction equal to your <u>vanpool</u> cost				
Transit Services	Yes	Maybe	No	Use this type of transportation now
Monthly payment or reimbursement equal to your <u>transit</u> cost				
Pre-tax payroll deduction equal to your <u>transit</u> cost				
Route / schedule information for <u>transit</u>				
Bus stop located within a 5 minute walk of home/work				
Other Services	Yes	Maybe	No	Use this type of transportation now
Guaranteed Ride Home in case of emergency for <u>carpool, vanpool, transit users, or bicyclists</u>				
\$20 monthly financial incentive for <u>bicycling</u> to work				
Secure locker or other storage at work for <u>bicycle</u>				
Free or discounted <u>bikeshare</u> membership for employees who use Capital Bikeshare to get to work or to/from transit				
Access to <u>carshare</u> vehicles (e.g., Zipcar, Hertz On Demand) for personal trips during the workday for carpool/ vanpool/transit users or bicyclists				

## 2015 Annual Commuter Survey - Page 4

- 14 To what extent do you agree or disagree with each of the following statements? Please use a scale from 1 to 5, in which 1 means you "strongly disagree" and 5 means you "strongly agree."

	-1- Strongly DISAGREE	-2- Disagree	-3- Neither agree nor disagree	-4- Agree	-5- Strongly AGREE
Parking is almost always easy to find near my work					
Availability of parking near my work varies a lot from day to day					
My trip <b>TO</b> work is not usually a problem					
My trip <b>FROM</b> work is not usually a problem					
I am generally satisfied with my trip to work					
My trip to work is so difficult that I have considered moving my home or changing jobs to make my commute easier					

- 15 If you knew that there was a new alternative to get to work - an upscale, modern bus that may operate on dedicated lanes to avoid traffic and shortens your commute, with amenities like Wi-Fi and electric outlets in each row - would you use it? Yes No Depends (Please Explain): \_\_\_\_\_

- 16 Please provide any comments you would like to share about transportation in Montgomery County or around the Washington metropolitan region. These could include comments about issues addressed in the survey as well as suggestions for actions the County and others could take to improve commuting in the area.

**Thank you for completing the survey!**

Employees who complete the survey will be entered into weekly prize drawings for multiple \$25 gift cards and a Grand Prize of a \$500 gift card from Montgomery County Commuter Services. To enter the drawings, provide your name and a phone number below. Your responses on the survey are confidential and will NOT be linked to information you provide for the prize drawings.

Name \_\_\_\_\_ Phone number \_\_\_\_\_

If you would like to receive our newsletter, transit updates, etc., please provide your email address.

Email address \_\_\_\_\_

Please complete this section only if you would like to receive free information on carpooling, vanpooling, transit, the Guaranteed Ride Home program (GRH) or other alternatives to driving alone.

Name \_\_\_\_\_

Home Address \_\_\_\_\_  
NUMBER STREET APT. NO.

CITY STATE ZIP

Work Phone Number \_\_\_\_\_ Work email \_\_\_\_\_

Please send me the following information / schedules (check all that interest you)

Transit options  Guaranteed Ride Home  Bicycling  Bikeshare  Telework  Other \_\_\_\_\_

Car /Vanpool Matchlist - I can / prefer to be a (check all that interest you)

Carpool:  Driver  Rider  Either Vanpool:  Driver  Rider  Either

## 2015 Commuter Survey Results

### Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	1%
6:00am hour:	3%
7:00am hour:	18%
8:00am hour:	40%
9:00am hour:	31%
10:00am or later:	7%

Work Departure Time	
Before 3:00pm:	4%
3:00pm hour:	4%
4:00pm hour:	16%
5:00pm hour:	38%
6:00pm hour:	28%
7:00pm or later:	9%

Peak Period Commuting (7:00am - 8:59am)	
Peak Period Commuter	57%
Off Peak Period Commuter	43%

### Question 3. Weekly Modal Split

2015 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	80%	20%	0%	0%	0%	100%
6:15 - 6:29	100%	0%	0%	0%	0%	100%
6:30 - 6:44	61%	15%	17%	7%	0%	100%
6:45 - 6:59	45%	23%	26%	7%	0%	100%
7:00 - 7:14	79%	3%	13%	6%	0%	100%
7:15 - 7:29	57%	0%	43%	0%	0%	100%
7:30 - 7:44	65%	6%	25%	4%	0%	100%
7:45 - 7:59	67%	17%	17%	0%	0%	100%
8:00 - 8:14	54%	4%	36%	7%	0%	100%
8:15 - 8:29	52%	0%	46%	2%	0%	100%
8:30 - 8:44	63%	7%	25%	5%	0%	100%
8:45 - 8:59	53%	6%	34%	7%	0%	100%
9:00 - 9:14	60%	6%	30%	4%	0%	100%
9:15 - 9:29	63%	1%	33%	3%	0%	100%
9:30 - 9:44	62%	0%	34%	3%	0%	100%
9:45 - 9:59	84%	0%	15%	0%	0%	100%
AVERAGE	65%	7%	25%	3%	0%	100%

## 2015 Commuter Survey Results

### Question 3. - Continued

#### Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	60%
CP/VP driver	3%
CP/VP rider	2%
Bus	7%
Train	19%
Walked /bicycled	4%
Compressed Work Schedule Day Off	0%
Telework	5%
Other	0%

#### Peak Hour (8:30am - 9:29am) Weekly Modal Split

Commute Mode	Mode Share
Drove alone	57%
CP/VP driver	3%
CP/VP rider	2%
Bus	8%
Train	20%
Walked /bicycled	5%
Compressed Work Schedule Day Off	0%
Telework	5%
Other	0%

### Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	45	2.20	2.0

### Question 6. Home County & State Analysis

	Percent
Montgomery County	53%
District of Columbia	14%
Virginia	16%
Other Maryland	17%
Other States	0%

## 2015 Commuter Survey Results

### Question 7. Travel Distance and Travel Time

	Mean	Median	Range
Q7. Travel Distance (in miles)	14	10	90
Q7a. Travel Time (in minutes)	43	40	175

### Question 8. Parking

		Percent
Q8. On days that you drive to work, even if you only drive occasionally, where do you park?	In a lot/garage at my work location	66%
	In a public lot/garage off-site	18%
	On the street	1%
	Other	1%
	Don't know	4%

		Percent
Q8a. How much do you pay to park?	I do NOT pay to park	17%
	I pay to park	53%
	Average Parking Charge per Month	\$120.32

### Question 9. Commute Expense Reimbursement

		Percent
Q9. Does your employer offer to help pay the cost of commuting by transit or vanpool?	Yes	45%
	No	25%
	No Answer/Don't know	30%

		Percent
Q9a. If you receive a transit benefit and/or vanpool benefit, how much benefit do you typically receive per month?	\$0 - I don't receive the benefit	26%
	I receive the transit/vanpool benefit amount	39%
	Average amount received monthly	\$100.61
	No Answer/Don't know	35%



## 2015 Commuter Survey Results

### Question 9. - Continued

		Percent
Q9. Does your employer allow pre-tax payroll deductions to help pay the costs of commuting by transit/vanpool?	Yes	35%
	No	18%
	No Answer/Don't know	47%

### Question 10. Commuting Services

Commuting Service	Use Now	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?				
		Yes	Maybe	No	Refused/ No Answer	Total
Assistance to form a carpool or vanpool	6%	7%	15%	64%	14%	100%
Free Parking for carpool or vanpool	6%	10%	15%	59%	15%	100%
Monthly payment/reimbursement for vanpools	0%	12%	17%	55%	16%	100%
Monthly payment/reimbursement for transit	22%	30%	15%	35%	19%	100%
Pre-tax payroll deduction for transit	23%	21%	17%	42%	21%	100%
Pre-tax payroll deduction for vanpools	0%	10%	15%	59%	17%	100%
Guaranteed Ride Home for carpool, vanpool, bicycling, or transit	38%	19%	21%	43%	16%	100%
Route/Schedule information for transit	24%	16%	15%	46%	22%	100%
\$20 monthly subsidy to bicycle to work	6%	9%	10%	65%	16%	100%
Secure locker or other storage for bicycle	5%	9%	11%	63%	17%	100%
Bus stop located within 5 minutes of home/work	22%	21%	16%	41%	22%	100%
Free/discounted membership to Capital Bikeshare	6%	8%	9%	66%	17%	100%
Access to carshare vehicles for trips during workday	38%	10%	15%	58%	17%	100%

### 2015 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
American Capital Strategies	200	61	31%
Association for Financial Professionals	64	28	44%
Automotive Aftermarket Industry Association	37	0	0%
Bank of America	71	1	1%
BDO Seidman, LLP	118	0	0%
BF Saul,	314	169	54%
Bond Beebe	85	0	0%
BWW Law Group, LLC	115	0	0%
Calvert Investments	205	0	0%
CDM Group	76	20	26%
Clark Construction	2010	3	0%
Comcast Sportsnet	130	1	1%
Datawatch Systems	145	1	1%
Development Alternatives	285	36	13%
ESI	38	0	0%
Euro Motorcars	235	35	15%
EYA	69	2	3%
Gelman, Rosenberg and Freedman	70	44	63%
GTM Architects	51	1	2%
Hilton Garden Inn – Bethesda	45	22	49%
Hyatt Hotels and Resorts	206	20	10%
Imagination Stage	194	22	11%
International Baccalaureate	84	0	0%
IPREO	89	0	0%
Lerch, Early & Brewer	95	35	37%
Linowes and Blocher	83	41	49%
Miller and Long, Co., Inc.	60	0	0%
NACHC	81	0	0%
NIH - Wisconsin Ave	155	8	5%
NOVA Research Company	69	0	0%
Offit Kurman	30	0	0%

**2015 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Paley, Rothman, Goldstein and Cooper	70	21	30%
Regardie, Brooks and Lewis	25	1	4%
S.S. Papadopoulos & Associates, Inc.	32	27	84%
Stone Street Capital, LLC	123	1	1%
The Children in the Shoe	30	26	87%
UBS Financial Services	68	0	0%
United Educators	105	91	87%
University Research Company, LLC	95	0	0%
Vanguard Realty	50	1	2%
Weaver Brothers Insurance Association	32	0	0%
Wellness Corporate Solutions	87	5	6%
Wells Fargo	67	62	93%
<b>Totals</b>	<b>6,293</b>	<b>785</b>	<b>12%</b>

**Appendix F**  
**Bethesda Companies with Bicycle Amenities**  
**(Based on information provided by TMPs)**

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
3E Company	X			
Abt Associates	X	X	X	
Acacia	X			
American Capital Strategies	X	X		
Association for Financial Professionals	X			
ASHP	X			
Automotive Aftermarket Industry Association	X			
Bethesda Sport & Health	X			
Bethesda Urban Partnership	X	X	X	
BF Saul & Co.	X	X	X	
Boston Consulting	X			
Brivo	X			
Cadmus Group	X	X	X	X
Calvert	X			X
Cambridge Systematics	X			
CDM Group	X			
Clark Construction	X	X	X	
CohnReznick	X	X	X	
Comcast Sportsnet	X			
CWCapital	X	X	X	
Datawatch Systems, Inc.	X			
Development Alternatives Inc	X	X		
Editorial Projects in Education	X	X		
ESI	X			
Euro MotorCars	X	X	X	
EYA, LLC	X			
Futron	X			
GE Healthcare	X	X	X	
Generali Global Assistance	X			
Getwell Network	X	X	X	

**Bethesda Companies with Bicycle Amenities**  
*Continued*

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
GTM Architects	X			
Hilton Garden Inn - Bethesda	X			
Honest Tea	X	X		X
ICF Macro	X			
Imagination Stage	X	X	X	
International Baccalaureate Organization	X	X	X	
Leavy, Frank & Delaney, LLC	X			
Lerch, Early & Brewer	X	X	X	
Linowes and Blocher	X			
Miller and Long Co., Inc.	X			
National Association of Community Health Centers	X			
National Association of School Psychologists	X			
OPNET	X	X	X	
Ourisman Honda	X		X	
Paley, Rothman, Goldstein, and Cooper	X			
Pasternak and Fidis	X			
PDA	X	X		
Project Hope	X			
Proquest	X			
Rain King	X	X	X	X
Red Coats, Inc.	X			
Residence Inn Marriott	X	X	X	
Round House Theatre	X	X		
SS Papadopoulos & Assoc.	X			
Stone Street Capital	X			
Strosniders Hardware	X			
The Chevy Chase Land Company	X	X	X	
UBS Financial	X			
Vanguard Realty	X			
Wellness Corporate Solutions	X			
Withum Smith+Brown	X			

## Appendix G Map of Bike Rack Locations in Downtown Bethesda

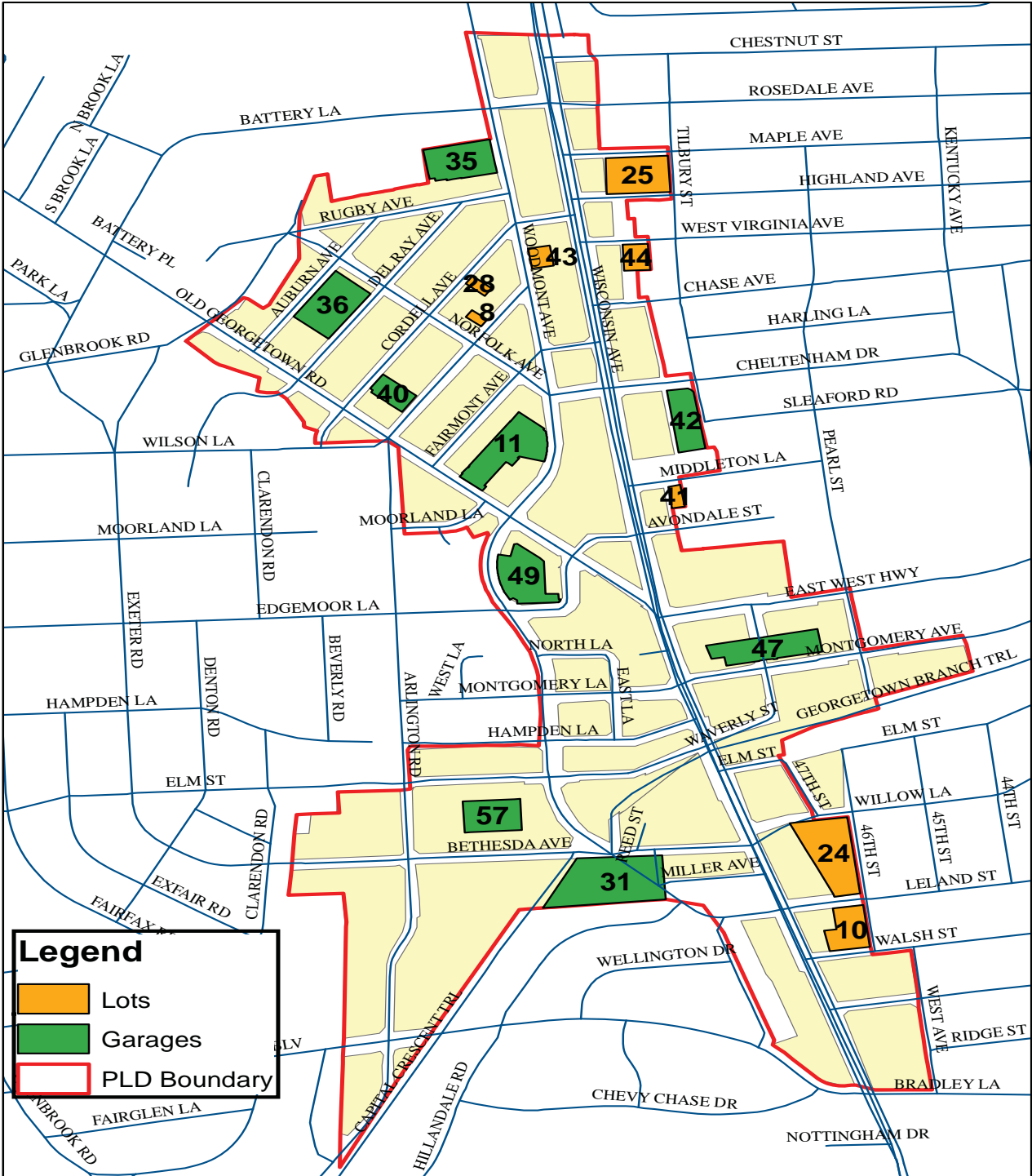




# Appendix H Bethesda Parking Facility Map

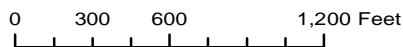


## Bethesda Parking Lot District



**Legend**

- Lots
- Garages
- PLD Boundary



Montgomery County Maryland  
Parking Management  
Planning & Project Development Section



## Appendix I Glossary of Terms and Abbreviations

AAO	<b>Average Auto Occupancy.</b> The number of vehicles entering the TMD related to the number of people they carry; calculated by dividing the number of persons commuting to work in a car or van by the number of vehicles.
AGP	<b>Annual Growth Policy.</b> A resolution adopted annually by the Montgomery County Council that contains guidelines for administration of the Adequate Public Facilities Ordinance for transportation and schools. This term was recently changed to Subdivision Staging Policy, or SSP.
CBD	<b>Central Business District.</b> The central district of Bethesda, containing the highest concentration of commercial and retail buildings.
CLV	<b>Critical Lane Volume.</b> The maximum number of vehicles crossing the center point of an intersection within a specified period, usually the morning or evening peak hour.
LOS	<b>Level of Service.</b> A standardized, qualitative measure used to describe the level of traffic congestion, general speed and degree of maneuverability on a specified section of the roadway. A rating of "A" indicates free flowing traffic movements. As the rating decreases from "B" to "F" (the lowest rating), traffic increases in volume, becoming more of a forced flow.
NADMS	<b>Non-Auto Driver Mode Share.</b> Percent of commuters who are not drivers of single occupancy vehicles, carpools or vanpools.
PLD	<b>Parking Lot District.</b> Purpose is to promote a comprehensive transportation system by balancing rates and supply, as well as encouraging balanced use of transportation modes. Along with supporting the TMD, the PLD funds are used for mass transit, economic development, and parking operations.
SOV	<b>Single Occupant Vehicle.</b> Vehicle with a driver and no other passengers; TMD efforts are directed primarily toward reducing the occurrence of single occupant travel.
TBC	<b>Transportation Benefits Coordinator.</b> An employer's liaison with TMD staff, who implements a company's TMP and handles commuting issues of their employees.
TDM	<b>Transportation Demand Management.</b> Implementation of strategies intended to reduce the peak hour non-auto driver mode share within the TMD, encouraging use of carpool/vanpool, transit, walking, biking, teleworking, and alternative work schedules.
TMD	<b>Transportation Management District.</b> Mission is "promotion of a major shift of travel from drive-alone use to transit, carpooling and other alternatives" within the designated boundaries of the district.
TMAg	<b>Traffic Mitigation Agreement.</b> Written agreement between a developer, the Montgomery County Department of Transportation, and the Montgomery County Planning Board that consists of strategies the developer will take to decrease traffic from SOV commuters.
TMP	<b>Traffic Mitigation Plan.</b> List of TDM strategies crafted by employers with the assistance of the County and TMD staff; designed to address employee commuting needs and help the TMD reach its overall traffic mitigation goals. Mandatory submission by companies within the TMD with 25 or more employees.
Mode Choice	Commuting method including drive alone, carpool, vanpool, biking, walking, or other work schedule (telework, compressed work week).
Peak Hour	The 60-minute period with the greatest number of arrivals in the TMD. Established by responses to the Annual Commuter Survey.
Peak Period	Standard periods in the morning and evening where arrivals and departures in the TMD are typically highest. The AM Peak Period is 7:00am - 8:59am. The PM Peak Period is 4:00pm to 7:00pm.
SSP	<b>Subdivision Staging Policy.</b> New term given to the resolution adopted by the Montgomery County Council that contains guidelines for administration of the Adequate Public Facilities Ordinance for transportation and schools. Was formerly known as the Annual Growth Policy, or AGP.
Telework	<i>aka</i> <b>Telecommuting.</b> Business management tool where employees are permitted to complete their job tasks at home or at telework centers.