

Bethesda Transportation Management District
Bethesda Transportation Solutions
Montgomery County, Maryland

BIENNIAL REPORT

FY2008 – FY2009



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
FY2008 – FY2009

Completed:
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Bethesda Transportation Solutions



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I. EXECUTIVE SUMMARY

Bethesda Transportation Management District Performance Highlights

This report describes the activities and performance of the Bethesda Transportation Management District (TMD) for fiscal years 2008 and 2009, which began July 1, 2007 and ended June 30, 2009. Bethesda Urban Partnership (BUP) is the Transportation Management Organization (TMO) for the Bethesda Central Business District (CBD) and has been in operation for 10 years. The Bethesda TMD 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 TMD. BUP created the name Bethesda Transportation Solutions as a marketing tool for the TMD.

The TMD'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." BTS 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 biking and walking for those who live near their work.

The staging plan as outlined in the 1994 Bethesda CBD Sector Plan recommends evaluation of Transportation Demand Management (TDM) performance in part by monitoring the mode share of CBD employees. The Bethesda TMD 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 the Bethesda CBD, which set a goal of 37% NADMS, which was met in 2007. The results of the 2008 annual commuter survey indicate an NADMS of 34%, while in 2009 the NADMS was back up to 38%. In this report we explain the variance and the need for considering the average.

This report takes a comprehensive look at the programs and services marketed to employers in the TMD, as well as trends in transit ridership, traffic conditions at selected intersections, and inventory of public and private parking facilities. The report also includes results and analysis of the 2008 and 2009 annual commuter surveys. Key elements are summarized below, organized according to sections of the report.

A. Operations, Programs, Services, Participation

- Eighty-three downtown Bethesda businesses enrolled in Super Fare Share, Montgomery County's transit benefits matching program.
- Over 400 participants, on 83 teams, competed in the second year of the Walk & Ride Challenge sponsored by BTS. This was an increase of over 300 from its inaugural year, due in part to the expansion of the program to all employees in Bethesda, as well as increased marketing efforts. In 2009, the participation grew again, to 460 individuals, on 94 teams.
- A record 630 participants registered for Bethesda's Bike to Work Day pit stop in 2009. The sixth annual Bike Spirit Awards were presented during the event.

- Two hundred children and parents turned out during the 2008 Bethesda Literary Festival to meet Curious George and hear channel 9's Angie Goff read *Curious George Rides a Bike*. Curious George's guest appearance was sponsored by BTS.
- New in 2008 and continued in 2009, BTS invited Mad Science© to the Bethesda Literary Festival, to present a science experiment to the children about the impact of public transit on air quality.
- In FY08, BTS adjusted the newsletter schedule to a bi-monthly printing, to coincide with the new distribution schedule of the BCC Chamber. By the end of FY09, BTS had transitioned to a monthly electronic newsletter distribution, saving money in the budget and reducing the waste of paper distribution. Feedback from recipients was overwhelmingly favorable towards electronic distribution.
- BTS held weekly Commuter Information Days in office buildings throughout downtown Bethesda.
- Fifteen Bethesda companies were recognized with Honorable Mentions in the 2008 and 2009 Employer Recognition Awards, presented by the Metropolitan Washington Council of Governments (MWCOG).
- Three Bethesda companies were recognized in a special luncheon honoring Montgomery County's Advocates for Alternative Commuting Excellence (AACE or A²CE) Awards.
- An inventory of the crosswalks in Bethesda was conducted in 2009; recommendations were made to Montgomery County as to which crosswalks were in need of improvement in order to meet pedestrian safety standards.

B. TMD Commuting Profile

- The Bethesda TMD continues to perform well by meeting and exceeding the goals outlined in the Annual Growth Policy (AGP). The NADMS, including telework and compressed work schedules, was 38% in FY09, which exceeds the goal stated in Stage II of the Sector Plan.
- Overall bus and transit ridership in Montgomery County and in the Washington Region continued on a general upward trend until 2009; during that year there was a marked decrease in transit use. Montgomery County Ride On experienced a six percent drop in ridership in 2009 compared to the previous year.
- According to the Annual Commuter Survey, telework and compressed work schedules are on the rise. The FY09 survey indicated that 8% of employees telework or have a compressed work schedule, as compared with 6% in 2007.

C. Traffic, Parking and Transit Ridership Trends

- Nineteen intersections in and around the CBD were studied by a consultant in FY08 and FY09. Traffic levels continued to fall within applicable standards.

- With just over 22,500 long-term parking spaces in FY09, the TMD falls within the recommended limits of the long-term constrained parking policy.
- Although there was a significant drop in transit ridership during 2009 (after a strong period of growth), the overall transit picture remained strong, with more employees taking advantage of federal, state and county benefits and incentive programs.

D. Emerging Trends and Next Steps

- The Bethesda TMD has met the Stage II goal of 37% NADMS, as established by the Sector Plan, in 2007 and 2009. Achievement of this goal is a strong indicator of the success of BTS' marketing efforts.
- BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBC) in the CBD. Staff will continue to develop relationships and network with TBCs as BTS assists them in complying with Montgomery County legislation 32-02 which requires 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.
- Enrollment in Montgomery County's Super Fare Share program continued to grow through FY08 and FY09 due to a change in FY07, which increased and expanded benefits. However, due to budget crises within Montgomery County, the subsidy program was suspended in FY10. BTS will continue to use all resources available to promote employer-paid transit benefits.
- Due to the discontinuation of Metrocheks in FY08, BTS worked with the County and Super Fare Share employers to phase out the use of Metrocheks in favor of the SmartBenefits program, which distributes transit benefits directly to SmarTrip cards. By the end of FY09, most companies had made a smooth transition to SmartBenefits. BTS staff will remain diligent in assisting companies when changes to the distribution of transit benefits come about.
- BTS will continue to work with its partners to promote programs and services that will sustain the achieved mode share, while continuing to reduce single occupancy trips and promoting economic growth.
- The federal government's Base Realignment and Closure (BRAC) may impact traffic in downtown Bethesda as 2,500 to 4,000 jobs are relocated to the National Naval Medical Center on Rockville Pike by 2011. Outpatient visits, though not necessarily concentrated in the peak commuting period, could double to nearly 900,000 annually. BTS will work with the County to implement any recommendations made by a County task force appointed to look into the issues surrounding BRAC.



II. INTRODUCTION

As downtown Bethesda increases in popularity as a retail, dining and business destination, the need for traffic mitigation efforts persists. 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 increasingly main-stream movement towards “green” living, as well as an economic downturn, worked to the advantage of the TMD mission throughout FY08 and FY09, as more and more employees sought out the information and assistance BTS provides to help them save money and reduce their impact on the environment, by changing their commutes.



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

Since 2003, BTS has assisted Bethesda companies to comply with a Montgomery County law, which requires every employer within the TMD (boundaries shown on the map in **Figure 1.1**, 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. BTS staff works closely with TBCs to ensure the TMPs and Annual Reports are completed on time.

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

This report offers a comprehensive look at the TMD’s operations, services, activities and performance from July 2007 through June 2009. It presents comparisons of annual performance so the TMD’s progress in meeting AGP 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 1.1
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 (CBD) 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, and 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, Monday through Friday, 8:30 a.m. to 5:00 p.m.

Funding

Bethesda's TMD is funded by a grant from Montgomery County's Department of Transportation (MCDOT). It is unique in that it is fully supported by Bethesda's Parking Lot District Enterprise Fund. 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. Funding for the PLD primarily comes from parking district taxes, parking fees, and parking fines. Along with supporting the TMD, the PLD funds are used for mass transit, economic development, and parking operations. Neither BUP nor the TMD receive any General Fund dollars.

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 grant from 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, Montgomery County's Department of Transportation (DOT), 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 FY08 and FY09.

Table 3.1
Bethesda Transportation Management District Advisory Committee

	FY08	FY09
BCC Chamber of Commerce		
	Stephen Carboni, Brownstone Capital	Stephen Carboni, Brownstone Capital
	Jim Landry, Chevy Chase Bank	Clyde Garrett, Monument Bank
	Patrick O'Neil, Lerch Early & Brewer	Ann Salb, Chevy Chase Land Co.
Western Montgomery County Citizens Advisory Board		
	Nelson Cooney, Resident Adjacent TMD - Chair	Philip Shar, Resident Within TMD
	John Keppler, Resident Adjacent TMD	John Keppler, Resident Adjacent TMD
	Beryl Neurman, Resident Within TMD	Vacant (within TMD)
	Joel Williams, Resident Within TMD	Vacant (adjacent TMD)
Large Employers (50 or more)		
	Russell Phillips, Reznik Group	Russell Phillips, Reznik Group
	Lauren Lefkowitz, Calvert	Lauren Lefkowitz, Calvert - Chair
Small Employers (less than 50)		
	Sue Morris, S.W. Morris & Co.	Ben Schlesinger, Benjamin Schlesinger and Associates (BSA)
	Arnold J. Kohn, Bethesda Place	Charles Andrews, S.S. Papadopoulos & Associates
Non-Voting		
	Chuck Kines, MD Park & Planning	Brandon Howard, BCC Services Center
	Leslie Hamm, BCC Services Center	Shahriar Etemadi, MD Park & Planning
	Sgt. Roy Russell, Montgomery Co PD	Dennis Coleman, NIH Rep
	Dennis Coleman, NIH Rep	Sgt. Roy Russell, Montgomery Co. PD
	Sande Brecher, DOT Commuter Svcs	John Weintraub, Representing BUP
	John Weintraub, Representing BUP	Sande Brecher, DOT Commuter Svcs

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 AGP;
- 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 TMPs 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 the CBD;

- Developing a clear, consistent and coherent message; and
- Identifying transportation needs and facilitating solutions.

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

- **Super Fare Share:** Monthly commuter benefit allowance provided by Montgomery County, for public transit and vanpool use. Tax deductible to employer and tax-free for employee.
- **Maryland Commuter Choice Tax Credit:** Maryland employers can claim a tax credit of up to \$50 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 (COG), 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, bike or walk to work.
- **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 Bike 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.
- **Customized Transit Routing:** Customized transit routing is available free through BTS and promoted during Commuter Information Days.
- **Traffic Mitigation Plans & Annual Reports:** 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 DOT. Updated Annual Reports must also be filed with the County.

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.

There are 1,350 businesses in the Bethesda database, and each business has a designated TBC. This is a vast improvement from FY05, when the database contained only 841 TBCs for the 1,291 businesses included. In 1994, the database contained only 124 companies.

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 city-wide 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 an on-going effort to maintain the integrity of the names, addresses, phone numbers and work locations in the database, BTS performs frequent follow-up calls to its individual members on a routine schedule. In FY08 and FY09, 1,619 follow-up calls were documented.

At the beginning of FY08, the rideshare database for Bethesda included 1,797 individuals, with 267 participants in 132 carpools. By the end of FY09, there were 2,207 individuals in the database, with 292 participants in 142 carpools. BTS received a total of 697 carpool parking permit applications from July 2007 – June 2009.

Super Fare Share

Financial incentives are one of the important factors in determining mode choice. The centerpiece of Montgomery County's commuter benefits program through FY09 was Super Fare Share, a program operated through MCDOT Commuter Services Section.

The program began in FY01 as a five-year subsidy worth up to \$20,000 a year in benefits, or \$100,000 over the life of the program. From FY07 through FY09, the program was expanded to offer a nine-year commute subsidy worth up to \$30,000 a year in benefits per company, or \$270,000 over the life of the program.

The "dollar deal" was offered during year one with employers paying just \$1 per employee per month, while the County contributed \$109 per employee per month (in FY09 the maximum subsidy was increased to \$114), depending on actual commuting costs. During years two through five, the subsidy was shared 50-50 between the employer and the County. During the remaining years, the County would match the employer contribution on a sliding percentage basis. By year nine, the employer would pick up 90% of the costs, while the County would be responsible for 10%. The enhanced Super Fare Share program is outlined in **Table 3.2**, below.

Table 3.2
Enhanced Super Fare Share Program, FY07 - FY09

YEAR	MATCH	COUNTY CONTRIBUTION (per employee/per month)
1	\$1	up to \$114.00
2 - 5	50-50	up to \$57.50
6	60-40	up to \$46.00
7	70-30	up to \$34.50
8	80-20	up to \$23.00
9	90-10	up to \$11.50

Through aggressive outreach efforts, BTS had 83 companies enrolled by the end of FY09. That is a 36% increase from FY05. **Table 3.3**, below, shows the progression of Super Fare Share enrollment since FY01.

Table 3.3
Super Fare Share Companies FY01 - FY09

FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09
11	21	36	45	56	66	76	78	83

See **Appendix A** for a complete list of enrolled companies. Highlighted companies were newly enrolled during FY08 and FY09.

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 individual Transportation Benefits Coordinators to maximize employee participation (see **Figure 3.1**, on the next page, for sample flyer).

Through the weekly CIDs, BTS provides employers and employees with information on Guaranteed Ride Home, Super Fare Share, rideshare matching, preferred parking, customized transit routing, transit maps and schedules, telework, biking and walking. To generate interest, prizes are distributed to all participants, including a grand prize that is drawn at the conclusion of the CID. The grand prize is an attractive gift basket filled with food products and BTS promotional items that the winner can share with co-workers to further spread the word about BTS.

In fiscal years 2008 and 2009, a total of 1,417 commuters filled out a form at our CID table, to participate in the prize wheel and raffle and to request more information. The total number of commuters who visit the table to pick up brochures and ask questions of our staff, is estimated at closer to 2,500.

Newsletters

Over the course of FY08 and FY09, the BTS newsletter went through considerable transition, as the staff worked to determine the most effective format and delivery system to reach the maximum audience. As of the end of FY07, the newsletter was called “BTS News!” and was a double-sided one-page insert in the monthly BCC Chamber newsletter. In early FY08, the newsletter was renamed “Commuter Solutions Newsletter,” expanded from two to four pages, and went from two colors to four colors. The release schedule was also adjusted from monthly to bi-monthly, to align with the BCC Chamber’s newsletter’s new schedule, beginning October 2007. The new format received great feedback from multiple sources.

In 2008, the BCC Chamber switched from print to electronic distribution of their newsletter. Since the BTS newsletter had formerly been distributed within the BCC Chamber newsletter, BTS staff decided to continue distribution independently through calendar year 2008, but transitioned to electronic-only delivery by 2009.

The four-page newsletter was converted to PDF and emailed to the distribution list beginning in January 2009. Immediate feedback from TBCs was extremely positive. The BTS newsletter was then transitioned onto a web-based software, which enabled easy distribution of a professional looking HTML e-newsletter, beginning in June 2009. BTS staff can now track how many recipients open and click on links within each email, as shown in **Table 3.4**, on page 21.

Figure 3.1
Example of CID Flyer

Find Your Route to a Better Commute



Bethesda

Transportation Solutions

A division of

BETHESDA
Up

URBAN PARTNERSHIP INC.

www.bethesdatransit.org

Commuter Information Event

Date: **Thursday, January 15**

Time: **11:30 am - 1:30 pm**

Location: **4550 Montgomery Ave
Lobby Level**



Do you have questions about:

<ul style="list-style-type: none"> Carpooling Bike to Work Smart Benefits/SmarterTrip Super Fare Share Program Zipcar 	<ul style="list-style-type: none"> Guaranteed Ride Home Program Telework/Flextime Free Bethesda Circulator Metrorail Metrobus, Ride On & Express Bus Routes
--	--

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.

(301) 656-0868 ❖ 7700 Old Georgetown Rd ❖ Hours: 8:30 am - 5:00 pm, Mon - Fri

Table 3.4
Newsletter Response Report

Commuter Solutions Newsletter - May/June 2009		
Total emails sent	1,135	
Total emails received	1,105	97% of total emails sent
Total bounces	30	3% of total emails sent
People who opened it	249	23% of total emails received
People who clicked through	13	5% of total emails opened

The publication features programs and services available through BTS, the latest transportation news and information about BTS sponsored events, as well as profiles of Super Fare Share companies, transportation leaders and BTS Advisory Committee members. See **Appendix B** for examples of the BTS newsletter from FY08 - FY09.

Banners

Street banners are displayed across Woodmont Avenue and Wisconsin Avenue promoting transportation events, Bike to Work Day, the Annual Commuter Survey and Super Fare Share.

Other Advertising & Outreach

In 2008, BTS implemented a new advertising initiative with the help of a company called Britemoves. Britemoves operates a truck that travels around high traffic areas, displaying ads for all those stuck in traffic. The unusual idea of advertising on a vehicle that operates during peak rush hour times, stemmed from the realization that a commuter might get frustrated while driving to work, but then forget to seek out an alternative. Getting the attention of frustrated drivers *while* they are stuck in traffic is intended to inspire them to think about an alternative. Please see **Appendix C** for examples of the ads that were run promoting BTS and our traffic mitigation mission.

BTS also periodically takes advantage of marketing opportunities through the Bethesda-Chevy Chase (BCC) Chamber of Commerce, including placing ads in their business directory, setting up a booth at the BCC 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 holes, and puts the bicycle donated by Griffin Cycle on display to attract interest and encourage registration.

D. TMD Events

Car Free Day

Bethesda participated in International Car Free Day for the first time in 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 for the day. DC celebrated Car Free Day for the first time in 2007, and got 1,000 commuters to take the pledge. In 2008 it was expanded to a region-wide

effort, and the pledges grew to 5,445 commuters. In 2009, pledges grew to 6,223, so we can expect this event to continue to grow as the event gains more popularity each year.

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 new sneakers, SmarTrip card value, and a new bicycle. Staff also used this opportunity to provide brochures, maps and other information relevant to Bethesda commuters.

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. 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, or willing to explore participation in, the Super Fare Share program. The event drew 87 Bethesda employees, on 18 teams.

The 2008 Walk & Ride Challenge was expanded to include all businesses located within the TMD. BTS expanded the marketing campaign accordingly and attracted 400 Bethesda employees, from 28 different companies, on 83 teams. As in the previous year, an iPod was raffled off each week, from the pool of walkers logging at least 25,000 steps per week. The Grand Prize went to the Top Team with the highest average steps, and the Top Individual with the highest total steps. Feedback from the post-event survey was overwhelmingly positive.

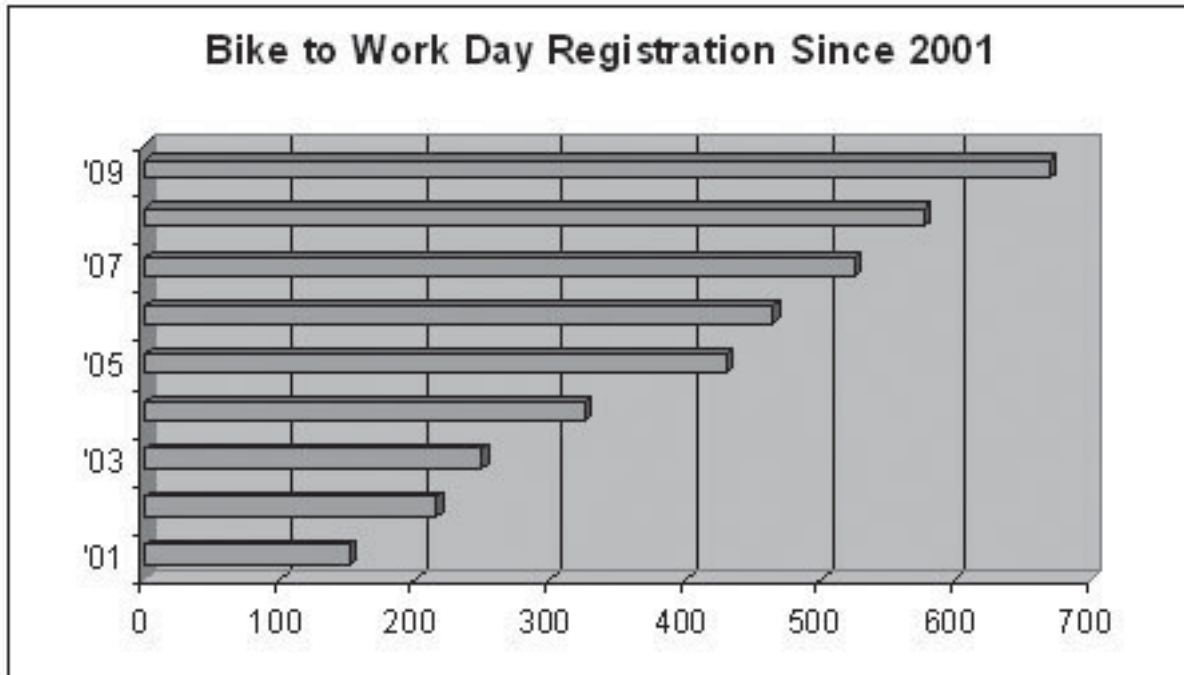
In 2009, BTS helped the North Bethesda TMD launch their own Walk & Ride Challenge in conjunction with the Bethesda event. The participation in Bethesda's event grew once again, with a total of 460 employees, from 29 companies, for a total of 94 teams. North Bethesda's first year in the program was very successful as well, with 88 individuals, from 12 companies, on 19 teams.

In 2008 and 2009, employers who participated in the Super Fare Share program were given a discount on the registration fee. Also, the registration discount was given if the employer agreed to set up an informational meeting with BTS staff about the transit subsidy program. The Walk & Ride Challenge has proven to be an excellent way to not only encourage employees toward a more active lifestyle, but also to help introduce employers to new ways they can provide a better work-life balance to their employees.

Bike to Work Day

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and COG to promote the health, environmental and economic benefits of commuting by bike. Attendance at the BTS sponsored Bethesda pit stop has grown steadily since the first event was held in 2001. See **Figure 3.2**, on the opposite page, for the progression of Bike to Work Day participation from 2001 – 2009.

Figure 3.2
Bike to Work Day Registration
 2001 - 2009



Bike to Work Day 2008

With a record 575 registrations, the Bethesda Bike to Work Day was a tremendous success! Actual on-site attendance was around 250 – not bad for an incredibly rainy morning.

Delegate Bill Bronrott served as the official Bike to Work Day emcee. He did a great job keeping the event program flowing smoothly, as there were many prizes to raffle, proclamations to read, and awards to present. A DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- Maryland State Comptroller Peter Franchot
- Delegate Susan Lee
- Richard Hoyer (representing Councilmember Duchy Trachtenberg)
- Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Several businesses were provided tables with representatives at the event, informing attendees of their services and products.

Delegate Bronrott also helped present Bethesda's Fourth Annual Bicycle Commuter Spirit Awards. This year's Most Committed Bicycle Commuter went to Ray Heinsman, of Gallagher & Associates, for biking to work year round, rain or shine, for the past seven years. Longest Distance Commuted By

Bicycle went to Rick Arrowsmith, of GE Healthcare Financial Services, for regularly biking over 23 miles each way, to and from work.

Bike to Work Day event partners included: City Bikes, R.E.I. College Park, Zipcar, Spring Mill Bread Company, Whole Foods Market, Bethesda Bagels, Honest Tea, HSBC Bank and Royal Fitness. Sponsors included: Ben & Jerry's, California Tortilla, City Bikes, Gifford's Ice Cream and Unity Woods Yoga.

Bike to Work Day 2009

Online registrations for the Bethesda Pit Stop totaled 571, so with the additional 99 walk-up registrations, the total number registered for the event was a record 670. The total number we had on-site was around 350, which is an increase of 100 over last year's turnout.

Delegate Bill Bronrott again served as the official Bike to Work Day emcee, and a DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

- Maryland State Comptroller Peter Franchot
- Delegate Susan Lee
- Montgomery County Councilmember Roger Berliner
- Councilmember Nancy Floreen
- Councilmember George Leventhal
- Richard Hoye (representing Councilmember Duchy Trachtenberg)
- Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation
- State Senator Brian Frosh
- Jahantab Siddiqui, Special Assistant to Senator Barbara Mikulski
- Bill Selby, Chief of Management Services in the Director's Office of the Montgomery County Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Several businesses were provided tables with representatives at the event, informing attendees of their services and products.



Delegate Bronrott also helped present Bethesda's Fifth Annual Bicycle Commuter Spirit Awards. This year's Most Committed Bicycle Commuter went to Jim Fulmer of Fidelis Security Systems (pictured, right), who bikes from Silver Spring to his office in Bethesda, about a 25 minute ride each way, every day rain or shine (or snow, or ice, *etc.*). He and his wife share one car for their family, so he uses his bike for a lot of things that would otherwise put his car on the road (Sunday farmers market visits, errands on the way home from work, *etc.*). The award for Longest Distance Commuted By Bicycle went to Jean-Luc Park of Calvert, for biking over 16 miles each way, from his home in Falls Church to his office in Bethesda.

Bike to Work Day event partners included: City Bikes, R.E.I. College Park, Zipcar, Spring Mill Bread Company, Whole Foods Market, Bethesda Bagels, Honest Tea, Caribou Coffee, HSBC Bank, City Sports and Royal Fitness. Sponsors included: Ben & Jerry's, California Tortilla, Gifford's Ice Cream and Unity Woods Yoga.

BTS Participation in BUP Events

Imagination Bethesda – BTS partnered with WABA to host a children's bicycle safety certification course during Imagination Bethesda 2008. Ads were placed in the Bethesda Gazette to generate interest.

WABA provided certified instructors along with bikes and helmets for participants. Children tested their biking skills by navigating orange cones, mounting and dismounting bikes, and practicing hand signals. This event is part of an effort to encourage the next generation of commuters to become bicycle enthusiasts.



In 2009, space limitations at the festival were too tight to allow for the WABA bike certification. BTS staff were on site at the festival anyway, giving out biking and walking maps, bus and train information, as well as prizes from the prize wheel.

Bethesda Literary Festival – In 2008, BTS invited Curious George to the Literary Festival to promote public transit. Channel 9's Angie Goff was also on hand to read *Curious George Takes a Train*. The mischievous monkey helped children understand the importance of safety while riding the train. He also encouraged them to think of the train as a great way to commute when they get older. After story time with Angie & George, a Scientist from Mad Science amazed the kids with her educational experiments and games. With an interactive game involving Styrofoam peanuts, the kids learned how buses are more efficient than cars at saving fuel and the environment, because they can transport more people in fewer trips. More than a dozen children were also treated to a ride on the Mad Science Hovercraft. The kids were given crayons and a coloring book full of biking, walking and transit-related illustrations.

In 2009, BTS invited Channel 9 reporter Bruce Leshan to the Literary Festival, to read *The Underground Train* and *My Community*. Mad Science came around once again to teach the kids about the efficiency of public transit, and this time all the kids got to take a turn on the Mad Science Hover Craft.

Taste of Bethesda – BTS distributed commuting information during Taste of Bethesda in October 2008 and October 2009. Maps, brochures and giveaways were available at the BTS booth to the estimated 2,000 attendees.

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. In 2008 and 2009, a number of Bethesda-based companies received Honorable Mentions. See **Table 3.5**, below, for the complete list.

Table 3.5
Bethesda Companies Awarded an Honorable Mention at Employer Recognition Awards

2008	2009
Bethesda Urban Partnership	American Occupational Therapy Association
Calvert Group, LTD	Bethesda Urban Partnership
EagleBank	Calvert
GMAC Residential Funding	Chevy Chase Cars
Lerch, Early, and Brewer	Imagination Stage
Marriott International	Honest Tea
Project HOPE	
QRC Division of Macro International, Inc.	
The Children in the Shoe	

A²CE Awards - In partnership with Montgomery County, BTS organized a luncheon to recognize Bethesda's winners of Montgomery County's Advocates for Alternative Commuting Excellence (AACE or A²CE) Awards, in June 2009. Transportation A²CE awards are presented to businesses in Montgomery County who provide outstanding programs to promote alternatives to drive-alone commuting by their employees. These businesses are partnering with the County to address traffic congestion and air quality challenges, and contributing to a more sustainable and environmentally friendly community, while at the same time helping their employees get to work in a less stressful and more cost-effective manner. The 2009 A²CE Award winners in Bethesda were: The American Occupational Therapy Association (AOTA); The CoStar Group; and Griffin Cycle.

E. Traffic Mitigation Plans & Annual Reports

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 annual commuter survey
- Submit an Annual Report of activities

BTS has assisted 145 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 has assisted in submitting 150 Annual Reports.

Companies with fewer than 25 employees are required to submit an exemption. BTS has assisted 54 companies with their exemptions.

F. Other Initiatives

Crosswalk Study

In FY09, staff began a pedestrian improvement initiative to improve the intersections in the TMD. The initiative began with a full inventory of the crosswalks in every intersection; photographs were taken of each crosswalk, which were reviewed carefully and assigned a grade according to the system developed by staff to identify which crosswalks were acceptable and which were in need of repair. The report was presented to the BUP Board of Directors, including representatives from the BCC Regional Services Center. As of the end of FY09, no improvements had yet been implemented, but as of the writing of this report, the repainting of crosswalks had begun.

Figure 3.3 illustrates an example of an intersection where crosswalks are in acceptable shape, at Norfolk Ave & Del Ray Ave. High-visibility zebra striping pattern is clean, the road is in good shape, and the intersection has countdown pedestrian timers, so there is no number grade.

<p>Crosswalk Grading System 1 = Road Needs Repair 2 = Crosswalk Needs Zebra Striping or Re-striping 3 = Intersection Needs Countdown Pedestrian Timers No number = conditions are acceptable Preferred striping treatment is high visibility Zebra Striping pattern for all crosswalks</p>
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Figure 3.3
Crosswalks at the Intersection of Norfolk Ave & Del Ray Ave

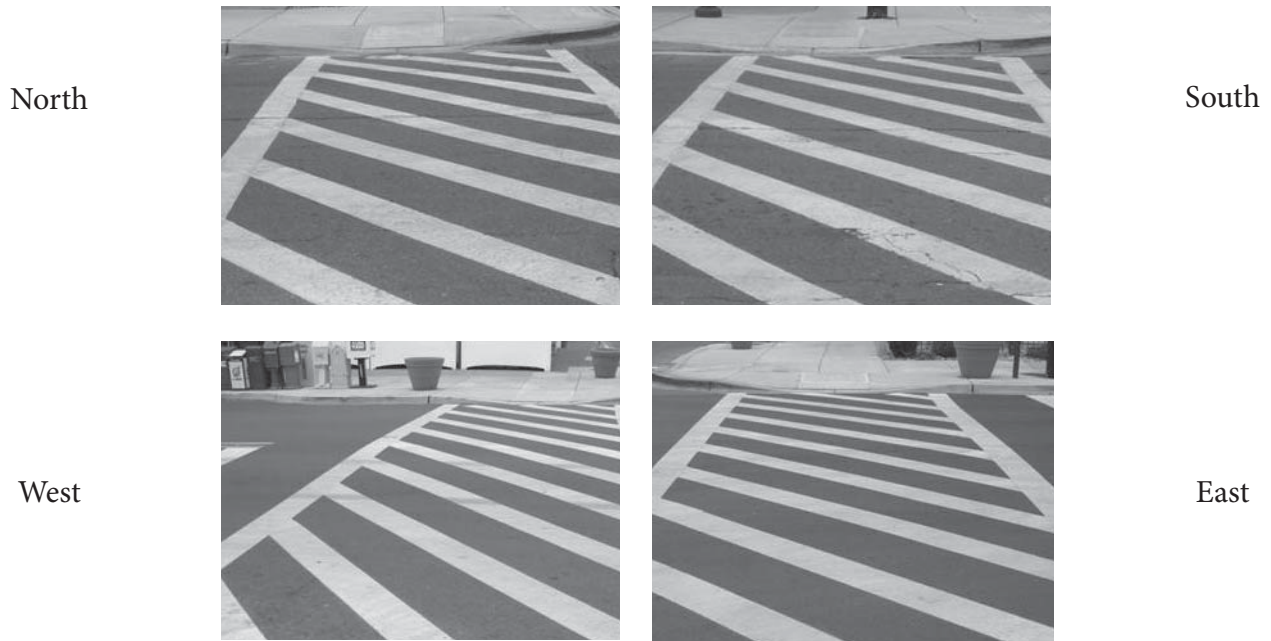


Figure 3.4 illustrates an example of an intersection where crosswalks and roads need improvement, at Wisconsin Ave & Leland St. Here is an intersection with varying quality at each crosswalk. The north crosswalk over Wisconsin Ave is in acceptable condition, with clean striping and good road condition, so there is no number grade. The south and west crosswalks have good road conditions but need zebra striping repainted and added, respectively, so both crosswalks have a 2 grade. The east crosswalk needs repainting and striping, and the road is in need of repair, so it gets a 1 and 2 grade. The intersection gets a 3 grade because it needs pedestrian countdown timers.

Figure 3.4
Crosswalks at the Intersection of Wisconsin Avenue & Leland Street



IV. COMMUTING PROFILE

The primary method of evaluating TMD performance is the non-auto driver mode share (NADMS), which is determined by the Annual 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.



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.

In 2008 and 2009, Montgomery County again used a survey focused on commuting patterns over the course of a week, instead of a daily snapshot of one day of commuting, as was done until 2005. When respondents are able to speak about their commuting patterns over a whole week rather than a single day, this gives the County a clearer picture of commuting trends because many people vary their commute modes at least one day per week.

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.

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. **Tables 4.1** and **4.2** show the NADMS for the peak period in FY08 and FY09, including employees working from home or on a compressed work schedule.

Table 4.1
FY08 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	2,645	34.0%	1,844	33.0%
	Driver Modes	5,130	66.0%	3,747	67.0%
	Total	7,775	100.00%	5,591	100.00%

Table 4.2
FY09 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	2,288	37.5%	1,504	34.1%
	Driver Modes	3,818	62.5%	2,904	65.9%
	Total	6,106	100.00%	4,408	100.00%

Tables 4.3 and 4.4 do 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 FY06 through FY08, the difference is right around 1%. In FY09, the NADMS went up 2% when telework and compressed work schedules were taken into account.

Table 4.3
FY08 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	2,501	32.8%	1,594	29.9%
	Driver Modes	5,130	67.2%	3,737	70.1%
	Total	7,631	100.00%	5,331	100.00%

Table 4.4
FY09 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	2,105	35.5%	1,388	32.3%
	Driver Modes	3,818	64.5%	2,904	67.7%
	Total	5,923	100.00%	4,292	100.00%

Peak Hour

To calculate the peak hour, the annual 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. **Tables 4.5** and **4.6** illustrate Peak Hour mode share for FY08 and FY09. In both years, the period of 8:15am - 9:14am had the highest number of respondents, thereby making it the peak hour. This has held steady as the peak hour since FY2007. We calculate the peak hour in order to observe changes in traffic patterns. The non-driver modes in **Tables 4.5** and **4.6** do not include those working from home or taking a compressed day off.

Table 4.5
FY08 Peak Hour NADMS

Peak Period Time Frame (6:00am - 9:59am)			
		8:15am-9:14am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	2,094	37.3%
	Driver Modes	3,516	62.7%
	Total	5,610	100.00%

Table 4.6
FY09 Peak Hour NADMS

Peak Period Time Frame (6:00am - 9:59am)			
		8:15am-9:14am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	1,687	36.9%
	Driver Modes	2,879	63.1%
	Total	4,566	100.00%

A. Response Rate

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

- Pre-survey employer selection notification by mail
- Paper surveys and business reply envelopes sent to employers
- Surveys available on BTS website and in Spanish
- E-mail reminders and follow-up calls to Transportation Benefits Coordinators
- Street banners and articles in the BTS newsletter

As **Table 4.7** (next page) indicates, survey participation by employers has fluctuated considerably since 2000. The upward trend in participation from 2004 - 2008 was interrupted in 2009 by a drop to 63%, but the average since 2004 is still 65%, 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 - 2009 of 19 percent. 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 4.7
2000 - 2009 Survey Participation of TMD Employers and Employees

	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Employers Surveyed	126	98	94	120	111	119	226	147	189	97
Employers Responding	80	68	60	78	77	71	30	28	110	46
Employer Response Rate	63%	69%	65%	65%	69%	60%	8%	18%	58%	47%
Surveys Distributed	13,497	10,956	10,193	9,680	11,022	8,035	7,970	8,423	8,823	8,079
Surveys Returned	2,298	2,812	1,373	1,775	1,902	1,865	1,216	1,487	1,623	1,560
Employee Response Rate	17%	26%	14%	18%	17%	23%	15%	18%	18%	19%

Also reflected in the Employer Response Rate is the impact of County-mandated Traffic Mitigation Plans. Beginning in 2004, employers with 25 or more full or part-time employees were obligated to make a “good faith effort” to achieve a response rate from their employees of at least 80%. In FY08, 11 companies exceeded an 80% response rate, and in FY09, nine companies exceeded the 80% goal. This is a great improvement over past years; in FY06 and FY07, only one company per year returned over 80% of their surveys, and before that, the highest number of companies exceeding 80% was five, in 2004. In addition, in 2009, BTS made efforts to reduce its printing costs and “go green.” Retailers and restaurants received 100% paper surveys, while office sites with computer-based jobs received paper copies for only 20% of the staff; the rest were encouraged to complete the survey online.

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 the Central Business District (CBD). 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 the CBD, within the **peak period** and also within the briefer time frame of the **peak hour**.

Table 4.8
2008 Peak Period Mode Choice Results

2008 Peak Period Modal Split - 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	63.3%
	CP/VP driver	3.9%
	CP/VP rider	2.1%
	Bus	8.7%
	Train/Metrorail	17.7%
	Walked/Bicycled	4.2%
	Other	0.1%

Table 4.9
2009 Peak Period Mode Choice Results

2009 Peak Period Modal Split - 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	60.5%
	CP/VP driver	3.9%
	CP/VP rider	2.8%
	Bus	9.2%
	Train/Metrorail	19.3%
	Walked/Bicycled	4.3%
	Other	0.1%

Peak Period Mode Choice

As shown in **Tables 4.8** and **4.9** on the previous page, 37% of respondents did not drive alone to the CBD during the peak period of 7:00am - 8:59am in 2008, choosing to take transit, carpool/vanpool, walk, or bike instead. In 2009, 40% of respondents chose not to drive alone to the CBD. These numbers do not take telework or compressed work schedules into account because in this section we are only focused on modes used to physically travel to the CBD.

Peak Hour Mode Choice

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 2008, 40% of respondents did not drive alone to the CBD during the peak hour of 8:15am - 9:14am, choosing to take transit, carpool/vanpool, walk or bike instead. In 2009, the peak hour was also 8:15 am – 9:14 am, and during that time, 41% of respondents did not drive alone to the CBD. See **Tables 4.10** and **4.11** below for the breakdown of mode share within the peak hour for 2008 and 2009. Also see **Appendix E** for a complete breakdown of 2008 and 2009 Annual Survey results, including mode choice by 15-minute increments during the AM commuting period.

Table 4.10
2008 Peak Hour Mode Choice

2008 Peak Hour Modal Split - 8:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	59.8%
	CP/VP driver	2.9%
	CP/VP rider	2.5%
	Bus	8.4%
	Train/Metrorail	21.3%
	Walked/Bicycled	5%
	Other	0.1%

Table 4.11
2009 Peak Hour Mode Choice

2009 Peak Hour Modal Split - 8:15am - 9:14am		
M - F Weekly Mode Split	Drove alone	58.8%
	CP/VP driver	4.2%
	CP/VP rider	1.6%
	Bus	9.0%
	Train/Metrorail	21.9%
	Walked/Bicycled	4.5%
	Other	0.0%

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 4.12** indicates, the AAO in 2008 was calculated at 1.03, then back to 1.04 in 2009. Though AAO has fluctuated over the years, it has not changed significantly since BTS began tracking it in 1999.

Table 4.12
Average Auto Occupancy

	AGP Goal	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
AAO	1.27	1.04	1.03	1.04	1.03	1.04	1.02	1.02	1.09	1.05	1.04	1.04

Table 4.13
Commute Patterns - Sector Plan Objective & 2008 Survey Results

Commute Type	Stage 1 Sector Plan Objective	2008
Non-SOV (Service Area)		37%
AAO	1.27	1.03
NADMS – AM Peak 7:00 – 8:59 AM	32%	33%
NADMS - AM Peak** 7:00-8:59 AM		34%

**including Telework & Compressed Work Schedules

Table 4.14
Commute Patterns - Sector Plan Objective & 2009 Survey Results

Commute Type	Stage 1 Sector Plan Objective	2009
Non-SOV (Service Area)		39%
AAO	1.27	1.04
NADMS – AM Peak 7:00 – 8:59 AM	32%	36%
NADMS - AM Peak** 7:00-8:59 AM		38%

**including Telework & Compressed Work Schedules

D. Transit Usage and Pooling

In 2008, 31% of survey respondents chose rail or bus service during the peak hour; in 2009, 29% chose rail or bus. The average over FY08 and FY09 is 30%, which is an increase over FY06 - FY07, whose average was 28%. Carpooling is growing more slowly, at 5 and 6 percent in 2008 and 2009 respectively, as compared to 4% in 2004.

E. Other Modes: Biking & Walking

Biking and pedestrian rates remained steady at 4% during the peak period in 2008, and rose slightly to 4.3% in 2009. In 2008, Governor Martin O'Malley declared walking as the official State Exercise of Maryland.

Biking

Bicycle use is strongly encouraged and vigorously supported in Bethesda's CBD. 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 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.

Bike racks are also located throughout Bethesda's commercial 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 F** for the list of Bethesda companies with bicycle amenities, and **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 and community festivals. BTS also works with employers to post the information in workplace common areas.

In FY2008, BTS staff developed a new brochure for cyclists called, "Biking to Bethesda," complete with safety tips, rules of the road, how to take your bike onto Metrorail and Metrobus, and more. An extraction of the brochure is available in Appendix G. The full-color brochure is given out at CIDs and street festivals, as well as in BUP kiosks and in the reception area of the BUP office.

BTS encourages biking as a commute option during Commuter Information Days, Bike to Work Day and through the Bike Spirit Awards. Bike safety is also promoted during Imagination Bethesda with a bike safety certification course coordinated with the Washington Area Bicyclist Association.



Table 4.15
Biking in Bethesda at a Glance

Bike Facilities
Bethesda Metro station – 48 bike racks and 44 bike lockers
66 bike racks located throughout downtown area
Metrobus & Ride On equipped with bike racks
Metrorail – Bikes allowed onboard during non-peak hours
Bike Trails
Capital Crescent Trail – Located just 4 blocks south of the Bethesda Metro station
Community Outreach
Bike to Work Day – Bethesda pit stop sponsored by BTS since 2001
Bike Spirit Awards – Bike commuters recognized annually during Bike to Work Day since 2004
Bike Safety Certification in conjunction with WABA at annual Imagination Bethesda
Marketing Materials
Full-color bike rack map and instruction guide
State, county and Capital Crescent Trail maps distributed regularly

Walking

Downtown Bethesda is linked through an extensive network of sidewalks connecting small sidestreets 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.

With the focus on creating a walkable and liveable 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.

The following intersections have countdown timers (see **Appendix H** for a full-size map):

- Woodmont & Cordell Aves
- Woodmont & St. Elmo Aves
- Woodmont Ave & Cheltenham Dr
- Woodmont Ave & Edgemoor Ln
- Woodmont Ave & North Ln
- Woodmont & Montgomery Aves
- Woodmont Ave & Hampden Ln
- Woodmont Ave & Elm St
- Woodmont & Bethesda Aves
- Norfolk & St. Elmo Aves
- Arlington Rd & Moorland Ln
- Arlington Rd & Edgemoor Ln
- Arlington Rd & Elm St
- Arlington Rd & Bethesda Ave
- Montgomery Rd & East Ln
- Montgomery Rd & Wisconsin Ave

F. Other Work Schedules: Telework/Compressed Work Weeks

The Annual Commuter Survey also includes those employees who are officially working, but not commuting into the CBD 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 8% of respondents in 2008 and 2009, which shows a 2% increase from 6% in 2007.

G. Home Origins of Downtown Bethesda Employees

The annual commuter surveys for the Bethesda CBD 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 4.16** provides a breakdown of residential origins of commuters.

Table 4.16
Residential Origin of Surveyed Commuters

Jurisdictions	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Montgomery	54%	54%	55%	55%	53%	55%	53%	56%	59%	52%
Prince George's	9%	8%	8%	8%	10%	10%	12%	11%	11%	12%
Howard	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%
Frederick	3%	3%	3%	4%	3%	3%	4%	3%	3%	4%
Other MD	4%	5%	5%	3%	6%	6%	4%	4%	4%	4%
District of Columbia	12%	12%	13%	13%	12%	11%	11%	10%	8%	11%
Northern Virginia	14%	15%	13%	14%	13%	12%	13%	13%	12%	15%

V. TRAFFIC, PARKING AND RIDERSHIP TRENDS

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



A. Traffic Conditions

Traffic flow was measured in 2008 and 2009 at 19 County-designated intersections and jurisdictional boundaries (cordon line) in and around the CBD. The counts were conducted by MCV Associates of Alexandria, an independent traffic consultant, and are used to determine where traffic control measures need to be implemented. Traffic counts were also completed in '94, '95, '00, '01, '03, '05, '06 and '07.

Methodology

Traffic counts detail how traffic movement conforms to the AGP congestion standard of less than 18,000 vehicles during peak periods. The traffic consultant notes traffic volumes and turning movements. Using the Critical Lane Volume (CLV) Method, the consultant produces a Level of Service (LOS) rating for each intersection, ranging from A to F.

Glossary of Measurements

- **Vehicle Turning Movement (VTM)** involves studying each turn made at the intersection, looking at “left,” “through” and “right” movements in “north” or “south” directions.
- **Pedestrian Traffic Summary** looks at the movement of each pedestrian traveling through the intersection, dividing the intersection into the “north leg,” “east leg,” “south leg” and “west leg.”
- **Critical Lane Volume (CLV) Method** computes the maximum number of vehicles crossing the center point of an intersection within a specified period, usually the morning or evening peak hour.
- **Level of Service (LOS)** is 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 constrained flow.

Results

Overall, traffic levels in the CBD have remained largely constant and continue to fall within applicable standards. The intersections that performed poorly across the board were located outside the CBD.

The AGP congestion standard for the Bethesda CBD is a CLV of 1800. In recent years, none of the intersections within the CBD exceeded this threshold. The adopted standard for Level of Service (LOS) is D/E; the majority of intersections achieved at least D/E or higher in the latest surveys. **Tables 5.1, 5.2, 5.3 and 5.4** show each intersection's Level of Service, Critical Lane Volume, Vehicle Turning Movements and Pedestrian Traffic. Poor or failing intersections are highlight in the following tables.

The federal government's Base Realignment and Closure plan (BRAC) may have a major impact on traffic in and around the CBD. Maryland officials project an additional 2,500 to 4,000 civilian and military jobs by 2011 at the National Naval Medical Center on Rockville Pike at Jones Bridge Road, as well as an additional 450,000 outpatient visits annually. That would nearly double the current number of employees and outpatient visits. A large portion of the new employees will be relocating from the Walter Reed Army Medical Center in Washington. A state sponsored study by SAIC indicates that many of the transferees will be commuting rather than moving closer to Bethesda.

Table 5.1
2008 Critical Lane Volume & Level of Service

INTERSECTION	AM Peak		PM Peak	
	CLV	LOS	CLV	LOS
Arlington Road & Elm St	576	A	750	A
Pearl St. & East-West Hwy	950	A	892	A
Arlington Rd & Bethesda Av	892	A	819	A
Woodmont Av & Cordell Av	597	A	514	A
Wisconsin Av & Elm St	795	A	1,161	B/C
Pearl St & Montgomery Av	670	A	924	A
Leland & Bradley Blvd	667	A	867	A
Woodmont Av & Bethesda Av	615	A	659	A
Old Georgetown Rd & Battery Ln	1,442	D/E	1,519	E
Woodmont Av & Battery Ln	962	A	696	A
Wisconsin Av & Woodmont Av	879	A	1,297	C/D
Arlington Rd & Bradley Blvd	996	A/B	1,137	B/C
Old Georgetown Rd & Cedar Ln	1,276	C	1,458	D/E
Wisconsin Av & Montgomery Av	1,028	B	1,171	B/C
Old Georgetown Rd & Arlington Rd	1,291	C/D	1,654	F
Wisconsin Av & Bradley Blvd	1,337	D	1,406	D
Wisconsin Av & East-West Hwy	1,605	E/F	1,490	E
Rockville Pike & Jones Bridge Rd	1,478	E	1,466	D/E
Rockville Pike & Cedar Lane	1,896	F	1,846	F

Table 5.2
2008 Vehicle Turning Movement & Pedestrian Traffic

INTERSECTION	AM Peak		PM Peak	
	VTM	Pedestrian	VTM	Pedestrian
Arlington Road & Elm St	3,266	240	3,164	277
Pearl St. & East-West Hwy	5,540	951	3,388	675
Arlington Rd & Bethesda Av	4,345	250	3,666	141
Woodmont Av & Cordell Av	3,093	356	2,921	417
Wisconsin Av & Elm St	10,053	305	8,170	417
Pearl St & Montgomery Av	2,856	201	3,707	182
Leland & Bradley Blvd	4,182	37	3,785	49
Woodmont Av & Bethesda Av	2,524	276	2,568	1,493
Old Georgetown Rd & Battery Ln	9,131	21	6,952	8
Woodmont Av & Battery Ln	5,358	63	3,725	108
Wisconsin Av & Woodmont Av	10,125	94	7,433	43
Arlington Rd & Bradley Blvd	6,551	100	6,391	112
Old Georgetown Rd & Cedar Ln	10,519	91	8,444	74
Wisconsin Av & Montgomery Av	9,350	1,419	8,321	1,448
Old Georgetown Rd & Arlington Rd	8,741	365	8,252	280
Wisconsin Av & Bradley Blvd	10,537	103	8,605	101
Wisconsin Av & East-West Hwy	9,843	1,687	7,518	1,796
Rockville Pike & Jones Bridge Rd	13,076	N/A	9,875	N/A
Rockville Pike & Cedar Lane	16,973	55	12,088	30

Table 5.3
2009 Critical Lane Volume & Level of Service

INTERSECTION	AM Peak		PM Peak	
	CLV	LOS	CLV	LOS
Arlington Road & Elm St	719	A	1,225	C
Pearl St. & East-West Hwy	1,569	E	1,263	C
Arlington Rd & Bethesda Av	793	A	859	A
Woodmont Av & Cordell Av	547	A	477	A
Wisconsin Av & Elm St	794	A	938	A
Pearl St & Montgomery Av	672	A	1,101	B
Leland & Bradley Blvd	705	A	944	A
Woodmont Av & Bethesda Av	583	A	817	A
Old Georgetown Rd & Battery Ln	1,350	D	1,503	E
Woodmont Av & Battery Ln	1,334	D	698	A
Wisconsin Av & Woodmont Av	886	A	1,314	C/D
Arlington Rd & Bradley Blvd	1,118	B	1,157	E/F
Old Georgetown Rd & Cedar Ln	1,051	B	1,561	E
Wisconsin Av & Montgomery Av	1,265	C	1,190	C
Old Georgetown Rd & Arlington Rd	1,505	E	1,627	F
Wisconsin Av & Bradley Blvd	1,411	D	1,489	E
Wisconsin Av & East-West Hwy	983	A/B	888	A
Rockville Pike & Jones Bridge Rd	1,662	F	1,584	E/F
Rockville Pike & Cedar Lane	1,888	F	2,005	F

**Table 5.4
2009 Vehicle Turning Movements & Pedestrian Traffic**

INTERSECTION	AM Peak		PM Peak	
	VTM	Pedestrian	VTM	Pedestrian
Arlington Road & Elm St	4,381	226	5,357	318
Pearl St. & East-West Hwy	4,843	952	3,031	682
Arlington Rd & Bethesda Av	4,156	293	4,192	569
Woodmont Av & Cordell Av	2,870	287	2,358	378
Wisconsin Av & Elm St	9,665	736	8,087	482
Pearl St & Montgomery Av	3,206	284	4,437	291
Leland & Bradley Blvd	5,255	40	4,129	0
Woodmont Av & Bethesda Av	2,769	456	2,703	1,024
Old Georgetown Rd & Battery Ln	8,562	68	6,631	121
Woodmont Av & Battery Ln	9,275	213	4,144	274
Wisconsin Av & Woodmont Av	10,068	102	6,594	78
Arlington Rd & Bradley Blvd	7,021	55	6,343	232
Old Georgetown Rd & Cedar Ln	9,612	77	8,613	47
Wisconsin Av & Montgomery Av	11,013	1,609	8,520	1,636
Old Georgetown Rd & Arlington Rd	7,972	300	8,533	379
Wisconsin Av & Bradley Blvd	10,944	258	9,267	238
Wisconsin Av & East-West Hwy	9,820	1,538	7,332	1,352
Rockville Pike & Jones Bridge Rd	15,188	121	11,794	92
Rockville Pike & Cedar Lane	15,658	48	11,465	42

B. Ridership Trends

When Bethesda's Metro station opened in 1984 it helped usher in an era of rapid growth and became the epicenter of development. Twenty-five years later, 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.

Metrorail and Metrobus Ridership

Metrorail ridership has steadily increased system wide since 1996, and that trend continued in 2008 and 2009. Total ridership in FY07 was just under 208 million. For FY08, Metro reported over 215 million riders, and in FY09, ridership was just under 223 million. The average weekday ridership, which topped 700,000 for the first time in FY07, was nearly 750,000 in FY09. Ridership at the Bethesda Metro station declined slightly between 2008 and 2009.

In October 2006, the Bethesda Metro station was chosen as one of five pilot sites for dedicated express lanes for passengers using SmarTrip cards. With SmarTrip-only faregates, 32 customers can pass through each minute, compared with 22 per minute. Bethesda was selected because about 80-percent of riders pay their fares with SmarTrip. As of this report, no statistical information was available from WMATA regarding the SmarTrip Express lanes, and the program was still in pilot phase.

Table 5.5
Metrorail Ridership - Bethesda Station
AM Peak & PM Peak - FY08 & FY09

YEAR	MONTH	EXIT – AM Peak (5:30 – 9:30 am)	ENTRIES – PM Peak (3:00 – 7:00 pm)
2007	July	3284	3842
2007	August	3118	3588
2007	September	3247	3695
2007	October	3315	3864
2007	November	3112	3730
2007	December	2855	3448
2008	January	3161	3726
2008	February	3066	3637
2008	March	3004	3560
2008	April	3085	3865
2008	May	3156	3835
2008	June	3287	4004
Total FY 2008		37,690	44,794
2008	July	3302	4002
2008	August	3093	3681
2008	September	3255	3869
2008	October	3248	3887
2008	November	3029	3773
2008	December	2740	3337
2009	January	2726	3468
2009	February	3053	3725
2009	March	2950	3547
2009	April	2875	3639
2009	May	2891	3670
2009	June	2868	3661
Total FY 2009		36,030	44,259

Source: Washington Metropolitan Area Transit Authority

The J1-2-3 line, the largest Metrobus line serving the station was last surveyed in September 2008, and averaged about 1,000 riders surveyed for the Bethesda station, which is an increase from the 2002 ride check survey which showed about 700 riders. The J4 and J7-9 routes were last surveyed in 2006 and 2005, respectively. These 2005/2006 numbers were reported in the Bethesda TMD Biennial Report for FY06 - 07, but are included again in **Table 5.6** as the most recent numbers available.

Table 5.6
Metrobus Boarding & Alighting
Bethesda Metro station
Selected Dates FY02 – FY09

Routes	Date	Boardings	Alightings	TOTAL
J2, J3 Westbound Silver Spring to Bethesda	9/08	299	711	1,010
J2, J3 Eastbound Bethesda to Silverspring	9/08	792	210	1,002
J4 Westbound College Park to Bethesda	1/06	0	194	194
J4 Eastbound Bethesda to College Park	1/06	133	0	133
J7, J9 Southbound Montg Village to Bethesda	2/05 – 4/05	0	151	648
J7, J9 Northbound Bethesda to Montg Village	2/05 - 4/05	130	0	130
Totals	Varying	1,354	1,266	2,620

Source: Washington Metropolitan Area Transit Authority (WMATA)

Ride On

Overall ridership on the route serving Bethesda are on the rise – boardings in Bethesda went up 22% from FY07 – FY09. It is interesting to note that while some routes, like 34 and 70, grew by nearly 50%, other routes, like 32 and 36, actually shrank by three or four percent. These variations could be due to route and schedule changes implemented during the time period. **Table 5.7** shows boardings at Bethesda station from FY07 - FY09.

Table 5.7
Average Weekday Boardings
Bethesda Metro

Ride On Route	FY2007	FY2008	FY2009
Route 29	888	867	864
Route 30	675	647	693
Route 32	268	254	260
Route 33	313	330	376
Route 34	1,926	2,134	2,870
Route 36	477	470	459
Route 47	1,558	1,742	1,774
Route 70	694	820	1,006
TOTAL	6,799	7,263	8,302

Source: Montgomery County Dept. of Transportation

Bethesda Circulator

Ridership on the Bethesda Circulator has increased steadily since BUP took over management in September 2006, except for the first half of fiscal year 2009 when ridership was down from the previous year (see **Table 5.8**, next page). New signage (shown in **Figure 5.1**, next page) was placed at each Circulator stop along the route, with a new route map and hours of operation.

Table 5.8
Bethesda Circulator – Ridership Sept ‘07 – June ‘09

FY2007		FY2008		FY2009	
Month	Ridership Total	Month	Ridership Total	Month	Ridership Total
July 2006	n/a	July 2007	26,918	July 2008	26,835
August	n/a	August	25,362	August	24,902
September	17,892	September	24,144	September	22,620
October	20,735	October	23,137	October	21,354
November	18,683	November	21,302	November	20,444
December	18,318	December	22,122	December	19,779
January	21,089	January	21,639	January	19,291
February	19,873	February	20,049	February	20,230
March	22,946	March	23,585	March	24,424
April	24,170	April	22,437	April	24,568
May	25,812	May	24,284	May	24,848
June 2008	24,282	June 2008	23,377	June 2009	24,346
TOTAL	213,800	TOTAL	278,356	TOTAL	273,641

Figure 5.1
New Bethesda Circulator Signage



C. Parking Supply and Usage

As mentioned previously in this report, Bethesda's Transportation Management District is funded by a grant from Montgomery County's Department of Transportation, which grant is fully supported by Bethesda's Parking Lot District Enterprise Fund. 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

According to Montgomery County Department of Transportation (DOT), there were 7,510 long and short-term public parking spaces (garages, lots and on-street) available in the Bethesda PLD in FY09. Long-term parking was utilized an average of 85% in FY08-09, up from 82% averaged in FY06-07. Short-term parking, on the other hand, was utilized an average of 76% in FY08-09, down from 80% averaged over FY06-07. Please see **Table 5.10**, on the next page, for a chart showing the full Public Parking Supply & Usage for FY08 & FY09.

As of the end of FY2009, the public long-term parking rate was 50 cents per hour. A monthly permit could be purchased at the Cheltenham Parking Store for \$95. Patrons using the Woodmont Corner Garage could purchase a prorated "Frequent Parker Card" at the manager's office located near the Woodmont Avenue entrance. Monthly permits could be purchased for as little as \$10 for registered carpools.

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. In FY09, 6,400 public spaces were available in accordance with AGP guidelines.

Private Parking

In the latest BTS Private Parking Inventory, staff found 20,143 spaces—a net reduction of 36 from the inventory reported in the FY06-07 Biennial Report. The progression of private parking spaces available since 2003 is shown in **Table 5.9**, below.

Table 5.9
Private Parking Inventory, FY03 - FY09

2003	2005	2007	2009
19,708	19,552	20,179	20,143

Parking modifications incorporated in this inventory are:

- The return of 2 spaces on Fairmont Avenue;
- A reduction of 18 spaces due to new construction on Fairmont Avenue;
- A loss of 10 spaces along Woodmont Avenue between Elm Street and Hampden Lane due to new construction; and
- A loss of 10 additional commercial spaces now reserved for St. John's Church.

Table 5.10
Public Parking Supply and Usage - Garages and Lots
FY08 - FY09

Garage/Lot	FY2008				FY2009			
	Total Capacity	Long-term Usage	Short-term Usage	Total Usage	Total Capacity	Long-term Usage	Short-term Usage	Total Usage
11 - Woodmont/ Old Georgetown	1,068	79%	70%	78%	1,068	67%	65%	67%
35 - Woodmont	487	96%	82%	93%	487	78%	71%	77%
36 - Auburn/Del Ray	729	69%	21%	63%	729	70%	12%	63%
40 - St. Elmo	313	99%	92%	96%	313	99%	87%	94%
42 - Cheltenham	335	63%	8%	57%	335	59%	12%	54%
47 - Waverly	815	89%	79%	88%	815	93%	78%	91%
49 - Woodmont/ Metropolitan	914	93%	95%	93%	914	98%	91%	97%
57 - Bethesda Ave./ Elm St.	898	99%	91%	97%	898	96%	93%	95%
10 - Walsh Street	94	100%	96%	98%	94	100%	92%	96%
24 - Willow/Leland	210	100%	95%	98%	210	100%	82%	91%
25 - Maple/ Highland	124	71%	41%	63%	124	63%	31%	55%
28 - Cordell	18	n/a	100%	100%	18	n/a	92%	92%
31 - Bethesda Ave.	270	100%	100%	100%	270	100%	98%	99%
39 - Del Ray	19	98%	n/a	98%	19	99%	n/a	99%
41 - Middleton	18	n/a	56%	56%	18	n/a	61%	61%
43 - Woodmont	37	n/a	98%	98%	37	n/a	79%	79%
44 - West Virginia	51	96%	43%	58%	51	92%	41%	56%
TOTAL	6,414	86%	79%	85%	6,400	84%	73%	82%

Source: Montgomery County Dept. of Transportation

VI. CONCLUSIONS, TRENDS & RECOMMENDATIONS

Reviewing the results of the Annual Commuter Surveys 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 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; etc. Business decisions are also affected by economic productivity 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.

Transit

Bethesda commuters already use alternative modes in large proportions. In FY09, 37% of respondents during the peak hour were “non-drivers” using transit, walking, biking or “pooling” (riding in carpools or vanpools), which meets the AGP goal for non-drivers in the CBD. Of these non-drivers, transit users are by far the largest group of non-drivers.

Transit use may be affected in FY10 and beyond, due to a fatal Metrorail accident in June 2009. Safety concerns, as well as interruptions in service, fare hikes and track maintenance issues may prove to have a negative effect on overall Metrorail ridership. Metrobus and RideOn ridership may also see the effects of fare hikes and budget cuts, which may affect service and ridership in the next two fiscal years.

BTS will continue to promote the use of public transportation as a viable option. In the wake of the suspension of the Super Fare Share program in late FY10, staff will enhance efforts to encourage employers to take advantage of the Maryland Commuter Tax Credit, so they can more affordably provide transit subsidies to their employees.

Carpool/Vanpool

Commuters in the Washington Metropolitan region have been among the nation’s leading participants in carpools and vanpools. Benefiting from 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 Montgomery County commuters save time and money by joining a carpool or vanpool.

Encouraging people to carpool remains a top priority for BTS staff. Knowing that time and money savings are key factors when commuting decisions are being made, we promote ridesharing as a viable transportation alternative. Survey respondents who indicated that they participated in a carpool or vanpool rose slightly to 6% in 2009, compared to 5% in fiscal years ‘06, ‘07 and ‘08. BTS staff plans to enhance efforts to actively promote free carpool matching services, reduced-rate parking permits for carpoolers, as well as the Guaranteed Ride Home program.

Biking/Walking/Teleworking



The rate of bikers, walkers and teleworkers held steady for the past several years, but by the end of FY2007 we had begun to see an increase in these areas; in FY2009 the number of commuters riding a bike to work was 4.3%. Transit-oriented development in Bethesda should continue to enable and enhance use of biking and walking to work as an alternative to driving. Once the Purple Line begins to develop, we may see a temporary disruption to parts of the Capital Crescent Trail, which would have an adverse effect on the number of bicycle commuters to Bethesda. However, the Purple Line has not yet been funded for construction.

Teleworking is an important TDM strategy as well as a very effective business management tool. Great potential exists for expanding telework programs and the number of employees who telework in the county. As part of its outreach to employers, TMD staff promotes the adoption of formal telework policies, and the rise of new technologies and programs like the Maryland Telework Partnership With Employers and Telework Exchange are making it easier for companies to integrate telework programs into their business models. Many companies already have informal teleworking arrangements, but the TMD will continue to encourage companies to establish formal telework policies; a broader use of the formal practice will have the greatest potential for traffic reduction.

Traffic and Parking

Free or subsidized parking remains one of the biggest challenges to reducing SOV rates. Since many companies offer free or subsidized parking as a benefit, BTS encourages employers to offer “parking parity” as well – an equal benefit to transit users in the form of transit benefits or a parking cash out. BTS will continue to get the message to employers that providing parking benefits alone rewards those who contribute to congestion, while penalizing those who are helping address congestion problems by utilizing alternative commute modes. In FY09, the federal government increased the maximum transit benefit to \$230, to match the maximum parking benefit already in place. We expect to see an increase in transit benefits as more employers take advantage of this new IRS limit.

Conclusions & Recommendations

Since 2006, the Bethesda TMD has met and exceeded the Stage II goal of 37% NADMS as established by the Sector Plan, three out of the four years. Achievement of this goal is a strong indicator of the success of BTS’ marketing efforts, combined with the “green” environmental movement, and a generally shrinking economy.

Responses to the 2009 survey, on the likelihood of SOV drivers switching to an alternative transportation mode if presented with certain incentives, provide some insight. From the below responses, it seems clear that a monthly subsidy is the most attractive incentive for using alternative modes:

- 13% of respondents indicated an interest in free carpool parking
- 19% said a \$100 monthly transit subsidy would encourage them to try an alternative mode

- 6% indicated rideshare assistance would be helpful
- 12% were interested in a guaranteed ride home program

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

The federal government's Base Realignment and Closure (BRAC) may directly impact traffic in downtown Bethesda as 4,200 jobs are relocated to the National Naval Medical Center on Rockville Pike by 2011. BTS will work with the County to implement any recommendations made by a County task force appointed to look into the issues surrounding BRAC.

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.

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Appendix A Super Fare Share Companies FY08 – FY09

	Total TMD Employees	Subsidy Participants	Enrollment Date
Abt Associates	310	90	6/1/2003
Acacia	100	12	6/1/2003
Advanced Comm. & Trans. (ACT)*	7	1	4/1/2007
Aeras Global TB Vaccine*	30	4	1/1/2004
Allstate Insur./Vendt & White Agency	4	1	4/1/2007
Amer. Soc. Of Health-System Pharmacists	186	11	11/1/2005
American Gastroenterological Assoc.	69	12	5/1/2001
American Occupational Therapy	90	50	3/1/2004
Arkin Youngentob	7	5	12/1/2001
BF Saul Co.	170	28	9/1/2004
Benjamin Schlesinger & Assoc.	5	2	8/1/2007
Bethesda Cares	15	3	12/1/2002
Bethesda Urban Partnership	23	12	8/1/2004
Bethesda Physicians	4	1	10/1/2004
Bigdough	107	20	6/1/2003
Brothers Sew & Vac	2	1	4/1/2007
Caldwell & Company	7	7	2/1/2006
Calvert	147	48	6/1/2003
Cambridge Information Group	80	26	6/1/2003
Cambridge Systemics	23	12	1/1/2002
Catapult Technology	70	26	6/1/2004
Chadwick Washington	80	5	1/1/2002
Chevy Chase Bank	1000	715	8/1/2001
Chevy Chase Acura	136	36	4/1/2008
Chevy Chase Cars	136	36	5/1/2001
Children in the Shoe	54	41	1/1/2002
Chindex International	14	4	3/1/2006
Cibernet Corporation	15	4	6/1/2003
Clark Enterprises	40	12	6/1/2001
CoStar		135	6/1/2009
Creative Parties*	23	2	9/1/2001
DCP Retirement Services	11	5	11/1/2002
EagleBank	60	17	1/2/2002
Eagle Design & Management	100	17	1/1/2002
Encore Development Corp.	15	2	1/1/2006
Esprit Rainbow Travel	11	5	7/1/2005
Equals Three Communications*	63	10	12/1/2001

Super Fare Share Companies FY08 – FY09

Continued

	Total TMD Employees	Subsidy Participants	Enrollment Date
Family Academy of Bethesda	24	13	2/1/2005
Fancy Cakes by Leslie, Inc.	21	4	3/1/2009
Farrell & Associates	2	1	7/1/2006
Fidelity & Trust	120	22	3/1/2005
First Potomac Realty Trust	60	11	9/1/2007
Fixation Marketing	14	8	11/1/2007
Foster Associates, Inc.	26	14	10/1/2002
Gaylord Lamps & Shades	10	4	4/1/2007
GMAC Residential Funding	112	28	10/1/2002
Greenberg, Wexler & Eig	7	4	4/1/2005
Hanger Orthopedic Group		49	1/1/2008
Harvey Property Management*	11	2	5/1/2003
Hileman & Associates	7	1	1/1/2006
Home Advisors*	4	1	1/1/2003
Honest Tea	30	10	1/1/2008
Hotchalk	15	9	2/1/2008
HRG Consultants*	3	2	12/1/2001
Huguely Companies*	3	1	12/1/2001
Imagination Stage	40	12	5/1/2003
Int'l Municipal Lawyers Assoc.	8	8	6/1/2007
JD Katz	3	2	4/1/2008
JG Perpich	5	2	8/1/2005
Kaulkin Ginsberg	13	2	7/1/2005
Kids Moving Company	7	2	3/1/2005
KFH Group	16	5	4/1/2007
Landmark Theatres*	30	25	2/1/2003
Leavy & Frank, LLC	10	8	4/1/2007
Lerch, Early & Brewer	84	17	10/1/2004
LexisNexis	250	65	11/1/2002
Linowes and Blocher, LLP	100	15	1/1/2004
Maple Life Financial	66	23	10/1/2007
Market Bridge Corp.	85	15	6/1/2001
Media Cybernetics			6/1/2001
Microvest	15	14	3/1/2008
Modell & Gilbert	5	1	3/1/2009
National Childhood Cancer Foundation (Cure Search)	20	5	9/1/2008
National Energy & Gas Transmission*	233	55	7/1/2004
Omega Tax*	8	2	2/1/2003
PDA	28	12	5/1/2003

Super Fare Share Companies FY08 – FY09

Continued

	Total TMD Employees	Subsidy Participants	Enrollment Date
Providence Commercial*	4	4	10/1/2003
PTFS	67	16	3/1/2004
QED Group	15	3	12/1/2001
QRC Division of Macro International	89	50	3/1/2001
RCLCO	34	8	1/1/2009
RCM&D	12	3	7/1/2005
Realty Management	15	3	8/1/2003
Ridberg, Sherbill & Aronson	11	2	11/1/2004
Robert E. Ward & Associates	14	4	6/1/2007
Sentech, Inc.	32	14	1/1/2007
South Beach Restaurant & Bar*	23	6	1/1/2003
STF Productions (America's Most Wanted)	80	15	7/1/2007
Teknimedia Corporation	6	1	8/1/2007
Trawick & Associates*	22	9	11/1/2005
UniDev	8	3	11/1/2008
University Research Co.	75	35	10/1/2003
Washington CORE	22	9	4/1/2004
Wedding Wire		13	5/1/2008
West & Feinberg	19	3	6/1/2009
Z Communications	8	4	5/1/2003
TOTAL	5,293	2,117	

*Inactive in FY08 - FY09.

Highlighted companies are new Super Fare Share participants in FY08 - 09.

Appendix B A Selection of BTS Newsletters from FY08 - FY09

September/October 2007



September/October 2007

Walk More... Drive Less!

Nearly 100 downtown Bethesda employees participated in the 2007 Walk & Ride Challenge, a campaign focused on encouraging people to walk more and drive less, particularly as they travel to and from work. Businesses formed teams of employees who used pedometers to keep track of their steps.

"By putting a little step in their commutes, the participants of the Walk & Ride Challenge took giant steps toward healthier, more active lifestyles," says BTS director Danielle T. Milo. "Taking transit, and walking more in general, benefits your health, your wallet and your quality of life."

This year the Walk & Ride Challenge was limited to participants in the Super Fare Share program. In 2008, the Challenge will be open to all Bethesda companies and winners will be announced at the 2008 Taste of Bethesda.

Calvert Walks Away with the 2007 Walk & Ride Challenge Cup


And the winner of the 2007 Walk & Ride Challenge is... Calvert! The investment company's 3-person "Tech" team received the official Challenge Cup by logging, on average, an impressive 66,000 steps per team member per week during the competition which ran June 4 - 22, 2007. Calvert's Tech team also

(continued on reverse side)

There is Another Way!

www.bethesdatransit.org

Danielle T. Milo Named BTS Director



Americans are known for their love affair with the automobile, making it particularly challenging to convince commuters to abandon their cars in favor of transportation alternatives. But as the new Director of Bethesda Transportation Solutions (BTS), Danielle T. Milo says she's excited to be part of the effort to ensure Bethesda maintains its high quality of life and economic vitality.

"I am thrilled to have this wonderful opportunity," says Milo. "I look forward to working closely with the BTS Advisory Committee, Bethesda Urban Partnership, Montgomery County and the business community to find creative ways to raise awareness about the variety of commute options available to employers and employees in downtown Bethesda."

Prior to joining BTS in July, Milo spent the last decade working in the non-profit and corporate sectors specializing in marketing and communications. Most recently she was communications director for the International Economic Development Council in Washington, D.C. She also served as marketing and communications director for Martz Gold Line/Gray Line and held the position of development director for Hadley's Park, a non-profit organization responsible for building fully accessible playgrounds.

Milo also worked for the Center for Immigration Studies and in the press office of Maryland Governor Parris N. Glendening. She earned a Bachelor of Science in Mass Communication with a concentration in Public Relations from Towson University in 1997.

"With more than 10 years experience in marketing and communications, Danielle will be an exceptional asset to BTS," says BTS Advisory Committee Chair Nelson Cooney. "She brings a fresh perspective and a proven ability to generate results. I am pleased to be working with Danielle to enhance mobility in downtown Bethesda."

As director, Milo will be responsible for: planning and managing BTS' budget, overseeing and maximizing participation in County-mandated commuter surveys and traffic mitigation efforts, creating marketing materials, implementing initiatives to promote commute programs, identifying and capturing public relations and media opportunities, coordinating events, developing website content and leading monthly Advisory Committee meetings.

"We are delighted to have Danielle join the BUP team," says BUP Director Dave Dabney. "She has the right combination of experience, energy and enthusiasm to help BTS clearly define its strategic direction and make significant progress in its efforts to reduce solo driving in downtown Bethesda." Milo lives in Gaithersburg with her husband Mike and children Garrett and Cole.

"...Danielle will be an exceptional asset to BTS."

—Nelson Cooney, BTS Advisory Committee Chair

(Walk and Ride, continued)

boasts the top individual walker. Edith Lillie logged over 130,000 steps per week walking to the Grosvenor Metro and exercising on a daily basis.

A few standouts walked between 80,000 - 160,000 steps per week - now that's some fancy footwork! Three lucky participants also won iPod Nanos after their names were drawn from a weekly pool of walkers taking more than 25,000 steps.



Photo: Winner of the Week 1 iPod Drawing, Selma DeLeon, Owner of Esprit Rainbow Travel

A Super Way to Encourage Walking

Employers can help motivate and encourage employees to include walking in their daily commutes by enrolling in Montgomery County's Super Fare Share program. Employers invest just \$1 to receive Metrochek commuter benefits worth up to \$110 per employee per month during the first year. Super Fare Share is a multi-year program in which companies and Montgomery County split the costs in varying amounts after the first year. For more information, please contact Anne Kaiser at (301) 656-0868 x29 or akaiser@bethesda.org.

The Bethesda Urban Partnership, through a contract with Montgomery County's Department of Public Works & Transportation, operates the Bethesda Transportation Management District and created Bethesda Transportation Solutions (BTS) in 2000 to market transportation alternatives to the employers and employees of downtown Bethesda.

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Danielle Milo, Director

Cooney New Chair of BTS Advisory Committee

When Nelson Cooney moved to the Washington area in the 1960s to attend law school, the Metro rail system was still in its planning stages and the Capital Beltway had just opened. A lot has changed since then, particularly downtown Bethesda, which has transformed from a sleepy suburb to a bustling urban center, and where Cooney has been a longtime resident.

Cooney was recently elected chair of the BTS Advisory Committee. He sees his new position as an opportunity to use his business background and knowledge of the Bethesda community to find viable solutions to managing traffic in the downtown area.

"I have witnessed the incredible growth that has occurred over the past few decades and the accompanying challenges, particularly in the area of transportation," says Cooney. "Our focus must be on encouraging more companies to recognize the vital role they play in determining their employees' commute choices."

Cooney has been a member of the BTS Advisory Committee since 2002. That same year he retired as president of the Reston-based Brick Industry Association (BIA), where he managed a \$3 million budget and a staff of 14.

Prior to BIA, Cooney was vice president, communications for the American Trucking Association (ATA) in Alexandria from 1984 - 1986, after serving as its general counsel for eight years. While working for ATA, Cooney testified before Congress and appeared on "Larry King Live" presenting industry positions.

Cooney spent three years with the Washington Metropolitan Area Commission during the 1960s, where he was project director for a federal mass transportation demonstration project involving an experiment with the use of minibuses in downtown Washington, D.C. He says that experience has helped him appreciate the success of the Bethesda Circulator, which he frequently uses to navigate downtown.

Educated here in the region, Cooney received a Bachelor of Arts in English Literature from Baltimore's Loyola College, and earned a Doctor of Jurisprudence at Georgetown University Law Center.

Since retiring, Cooney has focused on putting his considerable talents to use serving his community. Along with leading the BTS Advisory Committee, he is president of the "Villages of Bethesda" homeowners association, a community of 21 town homes in downtown Bethesda.



Cooney (pictured) placed as one of Bethesda's top 5 walkers, with nearly 60,000 steps in Week 1 of the 2007 Walk & Ride Challenge.

METRO to phase out Metrochek in favor of SmartBenefits®

commuter benefits electronically onto their SmarTrip® cards. SmarTrip® is now accepted on the Metropolitan Area Transit Authority majority of commuter bus and rail systems (WMATA) is positioning and service is expanding continuously to SmartBenefits® as the primary remaining commuter systems.

Call us for details and to sign up means of providing transit benefits. SmartBenefits® is a Web-based for a FREE Employer Seminar on making program whereby employers load the switch to SmartBenefits®. Contact: Anne Kaiser: (301) 656-0868 x29

September/October 2007

A Selection of BTS Newsletters from FY08 - FY09

First Issue after Redesign - November/December 2007

2 Who's The Greenest Person in Bethesda?
BRAC: What It Means and How It Will Affect Your Commute

3 BTS Joins the Internet Social Networking Universe

4 Cold Weather Commuting

NOVEMBER/DECEMBER 2007



www.BethesdaTransit.org

Bethesda

Commuter Solutions



New Year's Resolution: Change Your Commute

So you gained another 5 pounds this holiday season, and your credit cards are wheezing like you might if you walked up the Bethesda Metro escalator?

Make a resolution to exercise more and save money, and let Bethesda Transportation Solutions help you find a new route for your commute that will help you shed those holiday pounds and help you — and your credit cards — breathe a little easier.

Whether or not you celebrate any holidays, expenses seem to pile up pretty quickly over the winter months, and the cold weather makes us want to eat heavier foods and exercise less. They say the average American gains 5 pounds every holiday season, and never loses it. Perhaps you've pondered how to fix this problem, sitting at that red light on Wisconsin Avenue. Perhaps we have a solution for you.

Shed the Traffic, Shed the Pounds

You work in Bethesda, we don't need to tell you about the traffic. But you may not realize how many calories you could be burning if you stepped out of your car a few days per week. If you biked or walked to your job just one day per week, you could triple the amount of calories you burn during your commute. Do you live and/or work within walking or biking distance to a Metrobus stop or Metrorail station (if you're concerned about being out in the winter weather, see "Cold Weather Commuting" on page 4)? Consider hanging up the keys one or two days per week and see if you feel a little more in shape after a week or two.

Money. It's a Gas

Not only are you burning next to zero calories, sitting there in your car at that red light on Wisconsin Avenue, a considerable amount of money is slipping out of your exhaust pipe (along with a few pounds of CO₂, but that's another story). The average commuter could save \$10-\$30 dollars per week taking transit just two or three times per week — hang up the keys for good and cut your commuting expenses in half or more? Try mixing it up a little — drive a couple of days per week, take transit a couple of days, and then try teleworking, carpooling or biking to work on the fifth day.

Penny For Your Thoughts?

Interested in alternative methods of commuting to work but not sure where to start or think it can't be worth it in your circumstances? Maybe you already take transit or telework, so tell us about your experience! Send us an email or call us with your questions, concerns and commuting stories: randrews@bethesda.org or 301-656-0868 x26. We probably won't give you a penny but we may share your questions and stories in our next newsletter.



BRAC: What It Means and How It Will Affect Your Commute

The acronym BRAC has become quite a buzz word in Bethesda for the past couple of years, but what does it stand for? What does it mean for Bethesda?

What It Means

Base Realignment and Closure (or BRAC) is a process of the United States federal government directed at the administration and operation of the Armed Forces. It is used by the United States Department of Defense (DoD) and Congress to close excess military installations and realign the total asset inventory in order to save money on operations and maintenance. The goal is to maximize efficiency in line with Congressional and DoD objectives.

How It Affects Downtown Bethesda

The 2005 BRAC decisions included the transfer of Walter Reed Army Medical Center staff to the National Naval Medical Center (NNMC) campus, just north of downtown Bethesda, to be completed by September 2011.

The Walter Reed Army Medical Center (WRAMC) in DC will close, and though some functions will relocate to Fort

2,500 new employees
+ **450,000** additional outpatient visits yearly
Traffic Nightmare

Belvoir, Virginia, most of its functions will move to the NNMC, creating the world's largest, most sophisticated military medical facility in the world. The expanded Walter Reed National Military Medical Center (WRNMMC) will add approximately 2,500 to 4,000 new jobs. More than half of Walter Reed employees currently live outside of Montgomery County, so those who transfer to Bethesda would need to either commute to work or move into the area. The potential 450,000 additional outpatient visits annually, most by individual vehicle, could double the current visits to nearly 1 million annually. While all of this traffic will not be heading through downtown Bethesda, it will clog many of the arteries Bethesda employees currently use to get to work.

Montgomery County government officials are very aware of this situation and have a number of solutions on the table, however there's not enough time or money to complete sufficient, meaningful improvements by the transfer date.

What You Can Do

Contact us at Bethesda Transportation Solutions to help you find great alternative ways to get to work. Go to www.bethesdatransit.org for updates on the status of BRAC, as well as information about teleworking, biking, navigating Metro, and finding your best bus route. Or contact us with any questions — did you know we can connect you with a carpool? Call 301-656-0868 to find your route to a better commute.

BTS Welcomes New Advisory Committee Member

A six year resident of downtown Bethesda, newest BTS Advisory Committee member Lauren Lefkowitz has commuted into, out of and through Bethesda via car, metro and foot, and has enjoyed many of Bethesda's treasures over the years, including walks on the Capital Crescent Trail and events such as Bethesda Artists' Market and Taste of Bethesda.

As a Human Resources Consultant with Calvert, located in the Air Rights Center on Montgomery Avenue, she feels fortunate to work with a company that realizes the challenges a daily commute to and from Bethesda can present. Calvert is a great advocate for alternative forms of commuting; they pay for public transportation and help employees purchase bicycles or walking shoes — Lefkowitz herself has taken advantage of the free walking shoes for her commute.

"I firmly believe I will be a strong voice and credible advocate for BTS," says Lefkowitz. In her position with Calvert, she has daily interaction with employees in all departments, as well as other local businesses. In addition, her network of colleagues will allow her to gain a strong pulse on the transportation needs, challenges and potential solutions related to downtown Bethesda. The staff at Bethesda Transportation Solutions and Bethesda Urban Partnership are excited to welcome her to the committee.



Lauren Lefkowitz

Who's The Greenest Person in Bethesda?

If you or one of your colleagues go above and beyond in your efforts to stay out of your car and save the planet, let us know. Nominate yourself or someone you know, and the winner will be profiled in the next newsletter and receive a special gift basket from Bethesda Transportation Solutions.

Green Living is the way to be these days, and new findings are reported daily about the next great climate disaster that seems to be impending. Using alternative modes of commuting can have a huge effect on lowering global carbon emissions. Are you active in the effort to change your commuting habits, reduce your stress, and slow

down global warming? See how many of the following stress-free, green habits you have compared with your office mates, and tell us about the Greenest Person You Know who works in Bethesda.



Do you or does someone you know:

- Walk to work
- Take public transit to work
- Take public transit to run errands
- Not own a car
- Have a membership to Zipcar
- Have a SmarTrip card
- Visit the gas station less than 2 times per month
- Participate in Guaranteed Ride Home
- Have a 1-car family
- Use the Bethesda Circulator to get around Downtown Bethesda
- Donate old clothes and other items instead of throwing them away
- Buy used clothing, furniture & other items

- Take public transit whenever and wherever possible
- Use lowwax more than once before washing them
- Support public service candidates who promote transit use and plan to protect the environment
- Bike to work
- Turn off lights when they are not needed
- Wash clothes in cold water at least 85% of the time
- Telecommute
- Turn thermostat down when nobody's home
- Recycle
- Reuse your water bottle instead of buying bottled water*
- Carpool/vanpool

Talk to your friends and co-workers about living and commuting "green"

Encourage others to get out of their cars for their daily commute

Own a hybrid vehicle

Participate in the Walk & Ride Campaign

*There have been studies recently linking the reuse of water bottles with dangerous bacteria. Make sure you're using a durable plastic bottle that is intended for multiple uses (not the single-use bottled water from the store) and let the bottle dry out before refilling.

Send your email about the Greenest Person You Know to Rachel Andrews at randrews@bethesda.org or give her a call at 301-656-0868 x26.



DID YOU KNOW?

A solo commuter switching his or her commute to existing public transportation a single day can reduce their CO₂ emissions by 20 pounds or more than 4,800 pounds in a year.

Eliminating one vehicle and using public transit can reduce a two-car household's carbon footprint between 25-30%. A two-car household switching all travel to transit can reduce their carbon footprint by up to 55%.

BTS Joins the Internet Social Networking Universe

Find us on LinkedIn or facebook and join our groups to stay in the loop on upcoming events, or make a carpool connection! If you're a member of either of these sites, search for the group called "Bethesda Commuters" and join the family.

Not a member of these social networking sites?

Go to www.linkedin.com or www.facebook.com to find out if one of them might work for you.

Also, keep an eye out for our completely revamped website, launching later this month. Visit www.bethesdatransit.org over the next month, be the first to spot the new launch and win a special prize from BTS! Just send an email to randrews@bethesda.org when you spot the change (make sure you visit the site today so you will know the difference when you see it), let us know what you think, if you're the first to let us know we'll reward you with a special gift.



Cold Weather Commuting

Stay on your bike or on your feet through the winter months

If you've ever thought about how nice it would be to drive less (or even be car-free), you can learn how to make your bicycle an all-weather, all-occasion transportation tool. A bike in motion tends to stay in motion, while a bike in the basement tends to stay in the basement...even on the "nice" days.

While biking or walking to work in the summer seems normal, cycling through the winter seems as crazy as trying to drive downtown during the Taste of Bethesda. However, if you know the secrets to dressing for winter cycling, you can cycle while feeling comfortable, warm and pleasant. Although cyclists and motorists alike may legitimately avoid travel during extreme weather conditions, cyclists may still use their bikes during most winter days. If you're ever concerned about icy roads or trails, get up a little earlier and just walk — take tips from this article, but ultimately use your judgment and exercise serious caution.

Safety First

- The roads are less safe, and there is less light in the winter. Ride defensively!
- Use leg lights, a reflective vest, or other visibility boosters in addition to your regular lights and reflectors.
- Watch out for ice patches. If you hit an ice patch, don't use your front brake: you can skid and fall.
- Allow at least 3 times the normal braking distance to stop, and test your brakes occasionally.
- Ride with traffic in the ruts made by cars if you can: cars do a great job of clearing paths for winter cyclists.
- Take a lane if necessary.
- Use your rear brakes only.
- Ride on less-traveled streets whenever possible.
- Be careful out there!

Heads, Shoulders, Knees and Toes

Make sure you cover all the major sources of heat loss on your body — particularly the back of your neck, the top of your head and your feet. Cold weather biking/walking clothing can be expensive, but you can improvise with what you have, and use the fail-safe layering method:

Base Layer: Wicking fabric to keep your skin dry and prevent that clammy feeling.

Insulating Layer: Fleece or wool, vest or shirt that can be added or removed depending on how cold you feel.

Windproof and Water-Resistant Outer Layer: A jacket, preferably with a hood, to keep out the elements.



Bethesda Commuter Solutions © 2007
Bethesda Transportation Solutions
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www.bethesdatransit.org

QUICK TIP:
Try taping over some or all of the vents in your bicycle helmet to cut down on that draft if it gets to you.

A Selection of BTS Newsletters from FY08 - FY09

March/April 2008

MARCH/APRIL 2008

Bethesda Transportation Solutions

www.BethesdaTransit.org

Bethesda

Commuter Solutions

2 Literary Festival Teaches Kids About Public Transit

3 Commuter Information Days - Helping You Find a New Route For Your Commute

3 BTS Welcomes New Advisory Committee Member - Russell Phillips

4 Commuter Games

Bethesda Gears Up For Bike to Work Day 2008

As gas prices rise, we're all looking for new ways to save money. Why not try a new way that also benefits your health? Join us at Reed Street, from 6:30 - 8:30am on Friday, May 16th for Bike to Work Day and try out a new route for your commute.

If you're already a regular bicycle commuter, we salute you. You clearly already know how much money you're saving, and how much healthier you are, getting that exercise twice a day. We probably don't need to tell you it's a stress reliever, either. You're probably one of the most easy-going, least stressed out people in your office.

For the rest of us though, we need some convincing. How many people haven't been on a bike that wasn't stationary since grade school? How many people don't know the first thing about bike maintenance, proper helmet usage, the hand signals for biking in traffic? If you raised your hand to any of the above, you are not alone, and you are not without support. We've got some tips and resources for you that should help you take that first step - er, pedal - to becoming a bike commuter.

Register for Bike to Work Day 2008

This event, organized in conjunction with Washington Area Bicyclist Association (WABA) and Commuter Connections, is a great way for veterans and new bikers to come together for camaraderie and lots of free stuff. Go to www.waba.org and click your way to the registration page for the Bethesda Pit Stop. We'll be at Reed Street (at the Capital Crescent Trail entrance, at the corner of Bethesda & Woodmont Aves, outside the movie theater and across the street from Barnes & Noble) from 6:30 - 8:30am, Friday, May 16th, with lots of free refreshments, raffle prizes and giveaways for all participants.

If you're one of the first 7,000 in the region to register online, you'll receive a free Bike to Work Day t-shirt. The first 300 to arrive at the Bethesda Pit Stop will receive a free water bottle, and everyone who bikes over to our pit stop in Bethesda that morning will be entered into a drawing for a free bike from Bethesda's own Griffin Cycle!

During this event we will also be presenting our Bicycle Commuter Spirit Awards, for "The Most Committed Cyclist," who bikes year round, rain or shine, through ice and snow, and also for the "Longest Distance Commuted by Bike." This year we had over 30 nominations and we're excited to present our awards to the deserving cyclists. If you're looking for any tips or inspiration to take up biking, the winners of these awards will certainly be a wealth of information.

Helpful Hits and Resources

If you're still not sure about using a bike to get around, visit one of our upcoming Commuter Information Days (see page 3) and speak to our resident biking expert, Tom Robertson, or contact him for tips or advice at tr Robertson@bethesda.org or (301) 656-0868. Our website, www.bethesdatransit.org, also provides a wealth of information about biking, including bike route maps, rack locations, and other resources.



Bike given away in 2007, donated by Griffin Cycle

Literary Festival Teaches Kids Public Transit Can Be Fun

Parents have a good time, and learn a little something too.

During Bethesda Urban Partnership's 9th Annual Literary Festival, BTS hosted Curious George, Channel 9's Angie Goff, a Mad Scientist and more than 100 children at Bethesda Elementary School, for a morning of reading and learning about all the fun you can have outside of a car.

for a lively reading of *Curious George Takes A Train*. Before reading the book, Angie explained her job as a traffic reporter, and how important public transportation is to our efforts at reducing traffic.

Mad Science® was a wonderful addition this year, engaging the youngsters to investigate the importance of transit and how it can save fuel. After story time with Angie & George, our guest from Mad Science amazed the kids with her educational experiments and games. With an interactive game involving Styrofoam peanuts, the kids learned how buses are more efficient than cars at saving fuel and the environment, because they can transport more people in fewer trips. More than a dozen children were also treated to a ride on the Mad Science® Hovercraft.

Special thanks to Angie Goff, Curious George and Mad Science for helping us make this a very special and educational event for our future commuters! To read more about Angie's experience during the event, and to watch videos of the kids with Curious George and the Hovercraft, find the link to her Channel 9 News blog on our website at www.bethesdatransit.org. Also, learn more about Mad Science at www.madscience.org.




After an amazingly fun photo session with Curious George, the kids and George settled down with Angie Goff

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DID YOU KNOW?

There are 13 bike trails criss-crossing the Maryland/Virginia/District of Columbia region?

WABA provides affordable classes for all levels of biking experience—including one aptly titled "Confident City Cycling." A complete schedule of classes can be found online at www.waba.org.



Commuter Information Days

Helping You Find a Better Route For Your Commute

During our CIDs, we provide a host of information to ease the stress of your commute. We give away pamphlets and flyers on commuting by bicycle and on foot, and we also provide numerous maps and transit route schedules. Our resident biking expert, Tom Robertson, is always on hand to answer your questions about bicycle commuting into Bethesda. Our Customer Service Associate, Allison Kemp, is also at each CID to talk to you about our FREE carpool matching service.

If you would like to speak with someone in person about commuting resources and don't have time to visit our office at 7700 Old Georgetown Road, you visit us during one of our FREE and conveniently located Commuter Information Days (CIDs). You may even find us in the lobby of your office building one afternoon.

We hold at least one CID each week year-round, usually in the lobbies of large office buildings. From May through October, we also have a table set up at the Farmer's Market in Veteran's Park, at the intersection of Norfolk and Woodmont Avenues.

Stop by one of our CIDs and spin the prize wheel for a free gift, and enter to win a special gift basket from BTS. If you'd like to host a CID in your building, contact Allison Kemp at (301) 656-0868 x30 or akemp@bethesda.org.

Board of Trustees for The Woods Academy and one of their goals is to incentivize parents to carpool when picking up and dropping off children.

Reznick Group employs around 400 people in Bethesda, and to encourage their employees to get off the road at rush hour, they allow teleworking where possible and they provide a pre-tax transit benefit. Russ uses the metro to visit clients whenever possible, and plans to participate in this year's Bike to Work Day.





Schedule of Upcoming CIDs

All CIDs held from 11am - 1:30pm

05/07/08 4330 East West Highway
05/14/08 4340 East West Highway
05/21/08 7700 Old Georgetown Road
06/04/08 4520 East West Highway
06/11/08 4800 Hampden Lane

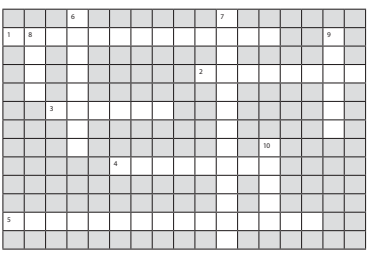
We also hold a CID every Tuesday in Veteran's Park during the Farmer's Market, from May through October.

Commuter Games

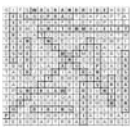
A transit-oriented crossword puzzle

Across:

- "Brainy" system that replaces metrocheks
- Working remotely from home or a satellite office.
- A way to run errands or visit clients during the workday when you've left your car at home.
- The card that gets you where you want to be.
- BTS Website: www._____org
- Down:
- Grand Prize at the Bethesda Pit Stop during event in #7-Down (hint: donated by Griffin Cycle).
- Event on May 16 promoting bike commuting
- Maryland Commuter Train
- Alternative commutes reduce _____ emissions.
- Plan your trip by Metro train or bus online at www.Metro____.Doors.com



Last Issue's
Commuter WordFind
Solution



See Page 3 for a complete schedule of upcoming Commuter Information Days for kids.

7 Featuring Bike Safety Course
Imagination Bethesda
Bethesda

JUNE
6:30 am - 8:30am
Reed Street
Bike to Work Day 2008

16
May

Calendar of Events

7700 Old Georgetown Rd
Bethesda, MD 20814

Bethesda
Transportation Solutions
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Bethesda Transportation Solutions
Bethesda, MD 20814
301.656.0868
www.BethesdaTransit.org

A Selection of BTS Newsletters from FY08 - FY09

July/August 2008


2 Comptroller Highlights Maryland Commuter Tax Credit

3 Bethesda Companies Win Prizes for Top Participation in Annual Commuter Survey

3 Can "Tele" Work For You? Find Out Inside

4 Commuter Game: Sudoku

JULY/AUGUST 2008



www.BethesdaTransit.org

Bethesda

Commuter Solutions

For Those About to Walk: We Salute You
 The Walk & Ride Challenge kicks off Monday, September 8 and runs through Friday, September 26.

Over the three week period of September 8 - 26, if you're registered for the Walk & Ride Challenge you'll learn first-hand how much fun walking can be when you've got a pedometer clipped to your hip. You'll also learn how much more walking and other exercise you can fit into your busy schedule when you consider alternative commute modes other than driving alone and sitting in traffic.

For Your Information
 To get you geared up, here are some helpful tips and tidbits to make your alternative commute as efficient and interesting as possible.

NEW from Google: walking maps. Now you have the option of selecting the best walking route between two points. Go to maps.google.com, type in your Point A and Point B and select "walking" instead of "by car" in the drop-down menu, and it will give you the fastest route to take on foot.

Car-Free Day 2008. Make sure you leave your car at home on Monday, September 22 - it's national Car-Free Day and BTS will be set up

outside the Bethesda metro during the morning rush with more prize drawings and free gifts.

Bethesda Art Walks. Eleven galleries and studios in downtown Bethesda open their doors from 6-9pm on the second Friday of every month. Meet up with a tour guide at 6:30pm this Friday, September 12 at Bethesda Metro Center for the guided tour, or visit www.bethesda.org for a full list and map of participating galleries.


September declared "Walk & Ride Month" at *lululemon athletica*, your local yoga-inspired clothing retailer. Log more steps by walking down to *lululemon athletica* on Bethesda Row for all your yoga gear - they even offer complimentary yoga classes on Sundays at 6pm. You'll need to stretch after all that walking during the week.

For Your Motivation (Other Than Benefits to Your Health)
 Each week, participants walking more than 25,000 steps will be entered into a drawing to win a new iPod! Also, don't forget the Grand Prize, to be presented at the 2008 Taste of Bethesda on Saturday, October 4. The team and individual with the most logged steps will receive:

- Trophy
- \$100 Visa Gift Card
- \$50 in SmartBenefits
- \$25 gift certificate from RNJ Sports

If you need any help finding the best route via public transit and walking, please contact us. We've got all the maps, bus route information, metro schedules and anything else you could ever need or want related to getting in and around downtown Bethesda. Can't wait to see you out there walking!

2008 Sponsors & Partners



Press Conference at Bethesda Metro Highlights Maryland's Commuter Choice Tax Credit

Maryland State Comptroller Peter Franchot held a press conference at Bethesda Metro Center on Monday, August 11, to spread the news about Maryland's Commuter Choice Tax Credit. The program grants a generous credit to companies that provide a transit benefit to their employees. Participating employers can receive a tax credit of 50 percent of the amount they spend on employee commuting benefits - up to a maximum of \$50 per month for each participating employee.

Surprisingly, there are only 19 businesses currently taking advantage of this incredible incentive. To help spread the word, Comptroller Peter Franchot joined with Montgomery County officials and business leaders to urge Maryland businesses who cover the transportation costs of their employees to take advantage of this great tax break.

"Since becoming Comptroller, my office has worked diligently to investigate price discrimination and zone pricing practices that may be contributing to staggering increases at the pump," said Comptroller Franchot. "With gas prices at record levels and people finding it harder to make ends meet, I am proud to work with our local partners to redouble our efforts to get more folks to take advantage of this incentive program. It is not only good for Maryland business, but also for consumers and our environment."

If your company provides a transit benefit, make sure you're getting the full credit back from the state. If you do not currently provide a benefit, did you know you were missing out on the chance to let the State of Maryland help you help your employees? With gas prices and traffic these days, employee retention could depend on the alternative commuter benefits you provide.

"The combination of the State Commuter Tax Credit along with Montgomery County's Super FareShare program is a powerful benefit to companies located here," says BTS Director Danielle Milo. "These credits make providing transit benefits easy and economical for companies, and encourages employees to take transit to work, which improves recruiting and retention, and helps to achieve the ultimate goal of mitigating traffic congestion and reducing pollution."

"[The tax credit] is not only good for Maryland business, but also for consumers and our environment."
 --Peter Franchot, Comptroller, State of Maryland

Do your company and your employees a favor by signing up for Super Fare Share and the State Commuter Choice Tax Credit today. For more information about these and other programs and services, please visit www.bethesdatransit.org or call us (301) 656-0868.



DID YOU KNOW?

Taking public transit to work could save you \$10,000 per year. To put that in perspective: the average family spends \$6,111 on food per year (according to The Food Institute). Calculate your savings potential at www.apta.com.

Companies in Maryland that provide transit benefits to their employees can fill out a short, two-page form to claim their 50% tax credit. Visit www.bethesdatransit.org for more info.

Bethesda Companies Win Great Prizes for Top Participation in Annual Commuter Survey

Bethesda Transportation Solutions would like to thank all of the Bethesda companies that were chosen for, and participated in, the 2008 Annual Commuter Survey. Each year we conduct this survey on behalf of Montgomery County, and your participation ensures more accurate readings of commuting trends, traffic patterns, and common challenges facing commuters working in downtown Bethesda. We're here to help you find a better way to work, and the information you provide helps us help you!

We would like to especially thank the companies who came in with the top 10 survey response rates (see chart at right). The transit benefits coordinators in these companies did a spectacular job encouraging their employees to respond, and in return for their hard work we awarded them with a special prize for each company. If you weren't selected to complete the 2008 survey, you could have your chance next year.

TOP TEN COMPANIES	Response
Councilor, Buchanan & Mitchell, P.C.	100%
Gallagher & Associates	100%
LexisNexis	100%
Maple Life Financial	100%
Radius - The Global Travel Company	96.4%
National Electrical Contractors Association	96.2%
Larich, Early & Brewer	95.3%
National Association of School Psychologists	90.9%
OPNET Technologies, Inc.	86.1%
Daily Grill	84.6%

This year we also conducted a random drawing from the pool of all survey respondents at each participating company, and one lucky employee won a \$250 American Express gift card! Congratulations Patricia Mason, of the Cystic Fibrosis Foundation.

Teletwork - Can "Tele" Work For You?

With advanced communications capabilities, the desire to save money and the need to conserve energy, more and more companies are turning to teletwork. Teletwork (also known as telecommuting), allows employees to work at home or at a local teletwork center. Communication is accomplished via Internet, phone, fax and/or teleconferencing.

In addition to the "green" factors of conserving energy, reducing traffic congestion and lowering carbon emissions, employees and employers enjoy a wide array of benefits from teletworking. If you've wondered how to get more from your employees,

or if you're concerned about how your company might fare in the face of a natural or man-made disaster, teletwork could fill a few gaps.

Productivity Booster. Without the distractions of gossip and other regular office interruptions, you could be 40% more productive.

Money Saver. Claim a great tax deduction and enjoy saving on gas, parking, and expensive lunches.

Find Your Motivation. You would be surprised how highly motivating it is to know that your boss trusts you to work out of their sight.

Continuity of Operations. These days it pays to be prepared for any kind of disaster. By getting used to teletworking under normal conditions, you are better prepared to know exactly what to do when you can't get to the office in case of a natural disaster or security threat.

There are more reasons to teletwork than we can include here, and more resources available to help you start teletworking than you may be aware of. Visit www.bethesdatransit.org or call us at (301) 656-0868 for more information.

New BTS Advisory Committee Members

We bid three committee members goodbye and welcome fresh new faces.

The terms of long-time members Sue Morris, David Smith and Arnold Kohn recently came to an end, but we are pleased to welcome two brand-new members and welcome back one previous member to our Advisory Committee.

New Members
Dr. Charles Andrews, President, S.S. Papadopolus & Associates, Inc. In addition to being nationally known for creative solutions to ground-water problems, Dr. Andrews is locally known for being our 2007 Bike Spirit Award Winner, for Most Committed Cyclist!

Dr. Ben Schlessinger, Founding President, Benjamin Schlessinger and Associates, Inc. (BSA, Inc.) Representing small companies (50 or fewer employees), Dr. Schlessinger comes to our committee with an expertise in energy. As the

Calendar of Events

September

8 Walk & Ride Challenge Begins!

22 International Car Free Day Join BTS at the Bethesda Metro Center, 600 - 9:30am

October

4 Taste of Bethesda 11am - 4pm

Bethesda Transportation Solutions (BTS)
 7700 Old Georgetown Road, First Floor
 Bethesda, MD 20814
 301 656-0868
www.bethesdatransit.org

BTS was created in 2000 through a contract between Montgomery County Department of Public Works and Transportation, and Bethesda Urban Partnership, to market alternative transportation options to employees and their employees in downtown Bethesda.

New Advisory Committee Members
 (continued from Page 3)

country and this region in particular focus more and more on energy efficiency and sustainability, his insight into local, national and world energy issues should be helpful in our efforts to educate and lead the employees of downtown Bethesda towards happier and greener commutes.


Not New, But Welcome Back
James Landry, Assistant Vice President, Chevy Chase Bank. Mr. Landry previously served for three years as a member representing employees in the downtown with greater than 50 employees. He left when his term expired and is now back on serving to represent the Chamber.

Commuter Games

Sudoku

6	2			9	7	8	3
	8	2		7	4		5
9			8	3			6
1				3			
	2	3	7				
4	7				6		
2		5		1	3		
5	8		3		1		
	1		9				

Last Issue's Photo Hunt Solution



Rules: Fill the grid so that each column, each row, and each of the nine 3x3 boxes contains the digits from 1 to 9 only one time each.

Difficulty Level: 2 (on a scale of 0 - 5)

A Selection of BTS Newsletters from FY08 - FY09

September/October 2008

SEPTEMBER/OCTOBER 2008



www.BethesdaTransit.org



2 Walk & Ride Challenge Grand Prize & First Drawing Winners Announced

3 Tips for Keeping That Step in Your Commute This Fall

3 BTS Participates in Bethesda Green's 'Be Green' Showcase

4 Calendar of Events & Commuter Game: Sudoku

Metro Discontinues Metrochecks, Introduces SmartBenefits Vouchers

Vouchers will replace Metrochecks on MARC, VRE, MTA and Metro Access, where SmartTrip is not accepted

As you may know, SmartBenefits is a web-based program that permits employers to load the dollar value of their employees' commuter benefits electronically onto their SmartTrip cards. SmartBenefits eliminates the need to distribute Metrochecks.

During this past year, WMATA (the Washington Metropolitan Transit Authority) has been transitioning all transit benefits from Metrochecks to SmartBenefits. In addition to Metrobus and Metrorail, the following systems accept the SmartTrip card:

- ART - Arlington Transit
- CUE - Fairfax City
- DASH - Alexandria Transit Company
- DC Circulator
- Fairfax Connector
- Loudoun Commuter Bus Service
- PRTC - Serving Prince William County, Manassas and Manassas Park
- Ride On - Montgomery County Transit Services Division
- TheBus - PG County

Effective December 1, 2008, WMATA plans to discontinue paper Metrochecks in favor of SmartBenefits. For commuters who use VRE, MARC, MTA and Metro Access, you will need SmartBenefits Vouchers. The Vouchers will be accepted for payment at staffed Virginia Railway Express (VRE), MARC Rail, MTA Commuter buses (Eyre, Dillon's and Keller) and Commuter Direct sales locations.

SmartBenefits Vouchers will be available in \$1.00, \$10.00, and \$30.00 denominations and will be accepted with the same provisions as the current Metrocheck program.

These vouchers are not intended for customers who can use SmartTrip, and cannot be loaded onto a SmartTrip card. Eventually, all forms of transportation will use the SmartTrip card, but until then, the vouchers will be used on VRE, MARC, MTA and Metro Access.

Additionally, please note that MARC tickets can now be purchased electronically using the SmartTrip program through Commuter Direct. There is no need to continue to use paper Metrochecks or SmartBenefit Vouchers to obtain MARC tickets.

Please mark your calendar with these key dates regarding commuter benefits and your commute:

November 15th: Last day for employers to purchase Metrochecks from WMATA. BTS still has a small inventory for Bethesda based companies to purchase.

January 4, 2009: Paper transfers discontinued; bus-to-bus transfer grace period will be extended from two to three hours. Only passengers using a SmartTrip card will be able to transfer from bus to bus free of charge, and transfer from Metrorail to bus for the discounted 35¢ fare. Passengers paying in cash will pay full fare for each transfer.

March 6, 2009: Last day to use Metrochecks that have previously been distributed to employees on VRE, MARC Rail and MTA Commuter buses.

March 31, 2009: Last day for Metrocheck exchanges at Metro sales offices. Unused Metrochecks will still be loadable onto SmartTrip cards for an indefinite period of time.

Please note this information is subject to change. Please watch for updates on WMATA's website at MetroOpensDoors.com, as well as the BTS website at BethesdaTransit.org, and stay tuned for more details. If you have any questions, please feel free to call Anne Kaiser at 301-656-0868 x29.

Walk & Ride Challenge Winners Announced at Taste of Bethesda

Surveyed participants report high satisfaction with the event

BTS is proud to report that the 2nd Annual Walk & Ride Challenge was a great success, with over 400 walkers on 85 teams. Despite the challenges inherent in tracking steps with pedometers, participants surveyed overwhelmingly responded with high enthusiasm and look forward to participating in next year's competition.

Each week over the course of the three-week competition, we conducted a random drawing from the pool of walkers who logged at least 25,000 steps during the week. The following walkers received a FREE brand-new iPod nano:

- Week One:** Heather Huhman, American Occupational Therapy Association
- Week Two:** Mark Wolff, S.S. Papadopolus & Associates
- Week Three:** Monica Wells, Development Alternatives, Inc.

Grand Prizes awarded to the Top Team and the Top Individual. Top Team was determined by averaging the total number of steps for each team so that three- and four-person teams were competing on an equal footing with five-person teams.

The Grand Prize winning team was **First Step** from First Potomac Realty Trust, pictured at right with BTS Director Danielle Milo and Delegate Bill Bronrott. "First Step" team members are:

- Michael Murillo** (642,500 steps);
- Waylon Coy** (423,597 steps);
- Marlena Badway** (334,912 steps);
- Jeff Lewis** (379,179 steps); and
- John Sadlik** (334,879 steps) (not pictured).

The winning individual is the Team Captain of First Step, Michael Murillo!

Winners were each presented with a \$25 gift card to RNU Sports, a \$100 Visa Gift Card, a SmartTrip Card valued at \$50, and a Certificate of Appreciation from County Executive Ishah Leggett, presented at the Taste of Bethesda on October 4.



Development Alternatives, Inc. (DAI) was also presented with a Certificate of Appreciation in recognition of the 22 teams they registered for the event.

"The experience has made me more willing to walk to the store, across town, etc. My perception of what is 'too far' to walk has changed. Thanks for the program!"

—Jim C., S.S. Papadopolus & Associates

Thanks again to everyone who helped make this event a success. We're looking forward to next year's Walk & Ride Challenge!

In Your Own Words...

More quotes about the Walk & Ride Challenge

We surveyed Walk & Ride participants about how you felt about the program, whether you noticed any health benefits or changed your commute, and asked for general feedback. Here are some of the great responses we received.

"I'm still wearing a pedometer and chart my steps every day. I've increased my walking by at least 3 times the amount I used to do." —Ginanne L., Team "Chamber Champs," BCC Chamber

"I had more energy and lost several pounds." —Jen G., Team "Short Strides," First Potomac Realty Trust

"I now bike to work, and find myself walking for pleasure and not just to get from A to B." —Cy C., Team "Do One Thing a Day That Scares You," Inulemon athletics

"I realized how many more steps you walk when you walk/metro to work rather than drive." —Randi K., Team "Happy Feet," Reznick Group

Keep Walking This Fall

Bundle up and hit the road with these tips for keeping that step in your commute year-round

With the Fall season in full swing and colder weather on the way, you're probably looking forward to turkey dinners, warm fires, and anything and everything you can make from a pumpkin (jack-o'-lanterns, pancakes, bread, chesecake, etc.). Unfortunately as winter draws closer, it becomes even harder to find the time and motivation to get outside and exercise. Also with colder weather comes higher heating costs, and we're all looking for ways to save money. Why not keep up that walking habit you picked up from the Walk & Ride Challenge? Here are some tips to stay active this Fall. And don't forget to bundle up!

- Make it a family affair. Walk to dinner, a nearby park or a movie at least one night each week.
- If you must drive, try to park farther from your destination, whether at the outer edge of the parking lot or a couple extra blocks away.
- Quit waiting for elevators; take the stairs!
- When you take public transportation, try getting off one stop away from your destination and walk the rest of the way.
- Plan a "leave the car in the garage" day each week, and use other means of transportation, including walking. Let BTS help you with the planning!
- Find a walking buddy, or start a walking group with your co-workers or neighbors.
- Make a point of discovering a new section of Bethesda each week.
- Attend one of Bethesda's Art Walks, the second Friday of every month. Next one is coming up November 14! See Bethesda.org for more info.

Bethesda Transportation Solutions participates in Bethesda Green Showcase

On Wednesday, September 24, hundreds of inquiring minds attended Bethesda Green's 'Be Green' Showcase at the Hyatt Regency Bethesda, where they learned more about how to get involved in the growing movement to "green" Bethesda. BTS teamed up with our counterpart in North Bethesda to share with the community how alternative transportation plays an integral role in making our communities more sustainable.

If you haven't heard of Bethesda Green, they are a 501(c)(3) community-driven organization dedicated to the movement towards sustainability. Here at BTS we work with them specifically regarding alternative transportation initiatives, but if you're looking for more ways to green your lifestyle, they are an excellent resource. They also encourage business owners, residents and employees of Bethesda to participate in their work. A couple of examples of ways you can get involved are participating in a working group (join BTS on the Sustainable Transportation group, or choose one of the other five groups); or attending an evening seminar on various "green" topics.

Please visit their website online, at BethesdaGreen.org, to learn more about their mission.





Calendar of Events

November

- 14 Bethesda Art Walk 6pm - 9pm
- 15 Last day for employers to purchase Metrochecks

December

- 1 Metrochecks discontinued (see Page 1 for more details)



7700 OLD GEORGETOWN ROAD
BETHESDA, MD 20814

Commuter Games

Wordfind

Bethesda Green	MTA	Transit benefits
Commuter	SmartBenefits	Vouchers
MARC	SmartTrip	VRE
Metro Opens Doors	Telework	WMATA

Last Issue's Sudoku Solution

6	2	4	1	5	9	7	8	3
1	3	8	2	6	7	4	9	5
7	9	5	4	8	3	1	2	6
8	1	6	9	2	4	3	5	7
9	5	2	3	7	6	8	4	1
4	7	3	8	1	5	2	6	9
2	6	7	5	4	1	9	3	8
5	8	9	7	3	2	6	1	4
3	4	1	6	9	8	5	7	2

A Selection of BTS Newsletters from FY08 - FY09

November/December 2008

NOVEMBER/DECEMBER 2008



www.BethesdaTransit.org



2 Bicycle Commuter Tax Benefits - Your Questions Answered

3 Inauguration Day - Do you and your employees have a plan for getting to work?

3 Meet the BTS Advisory Committee: Stephen Carboni

4 Calendar of Events & Commuter Game

RideOn and Metro add bus-to-rail benefits as of January 4, 2009

Take a RideOn or Metrobus to Metrorail and save 50 cents on rail fare.

You may already be aware of Metro's rail-to-bus benefit - when transferring from Metrorail to a Metrobus, your bus fare is automatically reduced when using a SmartTrip® card. Now that same benefit works in reverse, from bus to rail, saving you money.

As of January 4, 2009, when transferring from Metrobus to Metrorail you will receive a discount on your rail fares if you pay with SmartTrip®. With the new balanced discount, rail riders transferring to bus will get 50 cents off of their bus fares and bus riders transferring to rail will get 50 cents off of their rail fares. According to Metro, riders who travel by both bus and rail to and from their destination will save 10 cents a day with the new two-way transfer.

Bonus: it's not just Metro buses - Montgomery County's RideOn bus has added this bus-to-rail discount as well, so you can take RideOn to Metrorail and get the 50 cent discount off your train fare.

For senior citizens age 65 and older using the Senior SmartTrip® card and transferring from bus to Metrorail, their rail fares will be reduced by 50 cents. For seniors transferring from Metrorail to bus, the 60 cent regular bus fare will decrease by 50 cents to 10 cents.

There are several advantages to using SmartTrip® cards to pay for transit.

- No need for exact change on buses.
- Speeds up the boarding process.
- Offers a 10 cent discount on regular Metrobus fares.
- Only bus riders paying with SmartTrip® will be able to transfer free from one bus to another - paper transfers have been eliminated, and the free-transfer period has been increased from two to three hours.
- SmartTrip® cards can be loaded with up to \$300 in value.
- If you register your SmartTrip® card online and subsequently loses it, the value on the card at the time you report it lost, will be replaced when you buy a new SmartTrip® card.
- In addition to Metrorail and Metrobus, passengers can use SmartTrip® to pay for travel on regional bus systems including ART, CUE, DASH, Ride On, Fairfax Connector, Loudoun County Transit, PRTC, The Bus and the DC-Circulator, and for parking at Metro parking facilities.

The Montgomery County Council is considering whether or not to approve a 50-cent discount on bus transfers from Metrorail to RideOn or Metrobus within three hours of boarding Metrorail. If the Council approves this action, the new discount will go into effect Sunday, January 25.

For more information on RideOn rates, go to MontgomeryCountyMD.gov/rideon or call the Transit Information Center at 240-777-RIDE (7433).

SmartTrip® can be purchased at a number of locations:

- at Metro's Web site by mail;
- at Metro sales offices at Metro Center, Anacostia, the Pentagon and Metro headquarters;
- at the Northern, Western, Landover, Royal Street and Four Mile Run Metrobus divisions;
- from vending machines at Metrorail stations that have parking facilities;
- at regional transit stores;
- and select Giant and CVS stores.

NEW Bicycle Commuter Benefits Included in the Stimulus Package

As of January 1, 2009, employers can get a tax break for providing bicycle commuters with a small subsidy to defray costs like maintenance, gear, shower facilities, etc.

Included in the recent Economic Stimulus bill is a Bicycle Commuter Tax Benefit. Employees can receive up to \$20/month to help defray costs of bicycle commuting (maximum of \$240/year). This can be used for bicycles, bicycle maintenance, bicycle parts, bicycling accessories and bicycle parking. It is a voluntary benefit that employers can offer to employees as of January 1, 2009.

The League of American Bicyclists has set up a Frequently Asked Questions page BikeLeague.org - below are some of the best questions answered.

How does the program work?

The original intent was to help employees provide up to a \$20 a month in incentives related to an employee's bike commuting, to include, but not limited to, bike parking facilities, shower facilities, and maintenance then deduct that amount from their taxable income. Below are a few options employers could provide.

Cash Reimbursement

Under the cash reimbursement method, the employer would reimburse the employees for cash outlay for costs associated with their monthly bike commute. The reimbursement would be for up to the \$20 maximum monthly amount. In this case, the \$20 would come from the cooperating employer.

The key point to consider in setting up a cash reimbursement program is that there is a mechanism for the employer to certify that they will commute to work by bike a substantial portion of the month (that could mean 60% of the time, as an example). Additionally, that there is a bona fide reimbursement arrangement whereby the employee provides receipts for covered expenses incurred such as bike maintenance, commuting gear, parking facilities, changing or shower facilities, etc.

Employee-Paid Pre-tax Benefit Option

By establishing a pre-tax deduction program, employers permit their employees to take out \$20 each month from their pay as a pre-tax deduction program. Since the employees fund the benefit, employees save Federal payroll and income taxes. The amount of the pre-tax deduction is no longer treated or reported as taxable salary. In many areas, this deduction may also be free of state or city income tax.

Please note that if the employee chooses to set aside \$20 per month from their pay as pre-tax, the \$20 pre tax deduction must be passed out from the salary as a separate pre-tax deduction on the employees pay stub.

This special transportation pre-tax benefit program is exempt from complex use restrictions common to cafeteria plans and flexible spending accounts (FSA). These "qualified transportation fringe benefits" are excluded from cafeteria plans under section 125 of the Internal Revenue Code (Title 26). The company will not have to write a plan document or obtain IRS approval, so there is less paperwork. There are no irrevocable elections or forms. A pre-tax program can be started any time of the year, or enrollment can be limited to certain times of the year.

(continued opposite)

DID YOU KNOW?

Metro's new and improved website features up-to-the-minute "real time" train arrival times for each metro station, as well as current service alerts and news about changes in fares, schedules and other information of interest to regular metro riders.

Visit MetroOpensDoors.com (or WMATA.com) to plan your trip around the D.C. metropolitan area, using any of the regional bus services along with Metrorail and Metrobus.



Line	Cars	Destination	Minutes
8	6	Glenmont	BRD
8	6	Silver Spring	3
8	6	Glenmont	7

Line	Cars	Destination	Minutes
8	8	Shady Grove	3
8	8	Shady Grove	5
8	8	Shady Grove	7

Page will refresh every 30 seconds.

Bicycle Commuter Benefits

FAQs continued...

How much do employers and employees save?

Employees and employers save all income and payroll taxes on the amount of money provided for qualified transportation fringe benefits for commuting. In the case of the bike provision up to \$20 per month (\$240 per year) can be provided tax-free for bike commuting. Due to the tax savings, employees can save in annual commuting costs, while employees save on Federal and State income taxes, Social Security (FICA) taxes paid by both employers and employees, and unemployment, disability, workman's compensation and retirement costs driven by salary.

Who can participate? Are any employers too large or too small for the program?

All types of employers from single person offices to large businesses with multiple locations and from every industry category in the private, public and non-profit sectors have the option to offer qualified transportation fringe benefits to their employees.

Do You Have a Plan for Inauguration Day?

If your office plans to be open on January 20, employees need to be prepared to avoid the worst of the traffic

With record crowds expected for the Inauguration on January 20, businesses and employees in Bethesda need to plan on clogged highways, full parking lots, and overcrowded public transit running on irregular schedules.

Here are a few things that you and your employees should consider to avoid commuting:

Telework

This could be a great opportunity to try out teleworking! In advance of January 20, try to set aside work that you can do from home. If you know you have a big project coming up that can easily be done from home, plan to stay home on January 20 to work on it.

If your company does not yet allow teleworking, visit BethesdaTransit.org to find resources for starting up a telework program, as well as other information for employees and employers about the benefits and challenges of telework.

Carpool

If employees must be in the office that day, encourage them to try carpooling. Call Allison Kamp today at 301-656-0868 ext. 21 or e-mail her at AKamp@bethesda.org to find a carpool match. She can also tell you about parking benefits for carpools!

Public Transit

Even though Metro is expecting extremely high traffic on January 20, it still may be a better option than driving, considering road and bridge closures and projected traffic situation. The trains will be running at rush-hour levels all day, and buses will be able to go certain places where private vehicles will not be permitted (example: bridges from Virginia into D.C. are closed to traffic other than pedestrians or authorized vehicles with police escort, public transit buses, taxis and other shuttles).

If you must brave the crowds and make the trip into downtown Bethesda, please keep in mind that there will be major challenges along the way. Keep an eye on our website at BethesdaTransit.org for the most up-to-date information on schedule changes and resources related to Inauguration Day.

Get to Know the BTS Advisory Committee - Stephen Carboni

Stephen Carboni, a BTS Advisory Committee member, has been a Bethesda resident since moving from San Diego in 1995. Living less than a mile from his office, he is a big believer in practicing alternative transportation and commuting methods.

Stephen is a principal and co-founder of Weststone Capital, LLC, a commercial real estate investment and advisory firm that is currently focusing on resolving the needs of borrowers requiring expertise in distressed commercial real estate debt and equity ("workouts").

A native Californian, Stephen has come to appreciate the unique and special nature of Bethesda. "As retail real estate acquisition officer for Federal Realty, I had the opportunity to travel around the country acquiring "street retail" properties and found that Bethesda had the most culturally diverse and cosmopolitan downtown environment of any that I had seen," he says. "Living close to the heart of Bethesda provides a truly unique suburban lifestyle adjacent to the walkable retail and business core."

Stephen has three sons, eight-year-old twins and a three-year-old. He is actively involved with fund raising for his children's school, Bethesda Elementary serves as a baseball and lacrosse coach, and is an avid mountain biker and skier.




Calendar of Events

January 4: New Rail-to-Bus and Bus-to-Rail discounts go into effect

January 20: Inauguration Day - Be prepared!

February 7: BUP presents Play in a Day, see Bethesda.org for details



7700 OLD GEORGETOWN ROAD
BETHESDA, MD 20814

Commuter Games

Logic Grid!

Use the clues to determine where Robert, Andrew and Elaine commute from to get to work in downtown Bethesda, and what kind of pizza they like to eat.

CLUES

Neither Robert nor Elaine bikes to work.
Andrew does not prefer pepperoni pizza.
The person who prefers pepperoni comes from Maryland.
The person who takes Metrorail comes from Arlington.
Robert comes from Silver Spring.
The person who bikes to work loves cheese pizza.

	Robert	Andrew	Elaine	Pepperoni	Ham & Pineapple	Cheese	Olney, MD	Silver Spring, MD	Arlington, VA
Bus									
Bicycle									
Metrorail									
Olney, MD									
Silver Spring, MD									
Arlington, VA									
Pepperoni									
Ham & Pineapple									
Cheese									

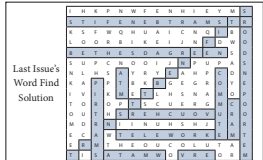
SOLUTION

Robert commutes from _____ by _____ and prefers _____ pizza.

Andrew commutes from _____ by _____ and prefers _____ pizza.

Elaine commutes from _____ by _____ and prefers _____ pizza.

Last Issue's Word Find Solution



A Selection of BTS Newsletters from FY08 - FY09

January/February 2009

2 True Life Bethesda: Tamiko O'Neal Changed Her Commute

3 Bike to Work Day 2009 - Marketing Opportunity!

3 Bicycle Commuter Spirit Awards - Call for Nominations

4 Calendar of Events & Commuter Game

JANUARY/FEBRUARY 2009



www.BethesdaTransit.org

Bethesda

Commuter Solutions

Join BTS and Mad Science at the 10th Annual Literary Festival

Saturday, April 18, 10 am - 11:30am - Bethesda Elementary School

Join BTS and Mad Science during the 10th annual Bethesda Literary Festival on April 18th from 10:00 - 11:30 am at Bethesda Elementary School. During Bethesda's three-day Literary Festival, BTS hosts an event that teaches children the joy of reading, while encouraging them to walk, bike and take public transportation.

Everyone will first gather for story time with a special guest (TBD). This year we'll be reading *The Underground Train*, all about riding on the DC Metro system, and *On the Town: A Community Adventure*, which teaches kids the value of community (See box at right for more information about these books). In addition, the first 150 kids will take home a special gift from BTS.

Following the story hour, we are pleased to welcome back Mad Science, the world's leading science enrichment provider. They deliver unique, hands-on science experiments for children that are as entertaining as they are educational. This year, Mad Science will conduct a unique experiment to demonstrate how mass transit can reduce the amount of greenhouse gases in our atmosphere. A few lucky kids will even get to experience a transportation innovation.

About the Books

Underground Train, by Mary Quattlebaum.

A rhyming tour of what goes on above Washington Metro system, this book introduces young children to the joys of taking public transportation. Ages 5-8.

On the Town: A Community Adventure, by Judith Ceseley.

Sparked by a school assignment, a boy and his mother keep track of the people and places in the neighborhood. The child's notebook entries appear throughout in lively watercolor, colored pencil and ink illustrations. A fantastic book inspiring children to value their community. Ages 5-8.



the Mad Science Hover Craft (pictured)! For more information, go to www.BethesdaTransit.org.

Created by the Bethesda Urban Partnership, the Bethesda Literary Festival is set to take place from April 17 - 19. For more information about other festival activities, visit the Bethesda Urban Partnership at www.Bethesda.org. All events are free and are held at various locations throughout downtown Bethesda.

In the Trenches: A Day in the Life of a Bethesda Commuter

The story of a real-life convert from daily driving to daily Metro commuting

We recently had the pleasure of meeting Ms. Tamiko O'Neal, who works as a concierge in the Air Rights Building, at 7315 Wisconsin Avenue. We met her at a Commuter Information event in her building's lobby, and we were thrilled to learn that she had recently converted from a grueling daily drive-alone commute from Oxon Hill, to a healthier, lower-stress daily Metro commute!

Before October of last year, Tamiko would drive alone from Oxon Hill to Bethesda in the morning, and then drive back home with a friend in the evening. While she enjoyed carpooling home at night, the two-way commute was stressful and just added wear and tear on her car, in addition to the incredible expense for gas. Due to the worsening economy and the growing environmental movement, Tamiko wanted a change.

One day she decided to try out Metro for her commute - and she never looked back. Five months later, she's lost eight pounds! Instead of walking from her door to her car, and then the parking garage to her desk in the lobby, she now walks three blocks to the metro from her house (and "they're long blocks," says Tamiko), gets a good brisk walk (sometimes a run) while transferring trains at Gallery Place, and then walks a couple blocks from Bethesda metro station to the Air Rights Building. Twice a day, that's quite a bit of extra daily exercise!

In addition to the improvement in her health, she says she's also saving money. While she does not receive transit benefits from her employer, she knows she's saving money on gas mileage and wear and tear on her vehicle.

"My advice?" Tamiko says. "People shouldn't worry about being late to work because of the Metro or bus. Public transportation here is really good." Her commute was 45 minutes by car, and now it's 45 minutes by Metro - and now she gets to relax and listen to her iPod instead of battling beltway traffic. "Also, people should take the [Bethesda Circulator]! It's free, and fun to ride. I love it."

Have you changed your commute recently? Contact Rachel Andrews at randrews@bethesda.org and tell us how you found a new route for your commute. If you're interested in trying a carfree or "car-lite" commute but need some guidance, we can help! Call Allison at (301) 656-0868 or email her at AKemp@bethesda.org for more information on transit route help, carpool connections, and more!



DID YOU KNOW?

Text messaging while driving causes a 400 percent increase in time spent with eyes off the road.

Last year, a San Francisco woman was killed when she stepped off the curb while texting.

Anytime mobile should remain alert and refrain from reading or typing text messages until you are at a complete stop, and off of to the side of the road, sidewalk or bike trail.

Bike to Work Day - May 15, 2009

Take advantage of this great opportunity to give back to the community and market your business

Make your business more visible in the community and join us for Bike to Work Day 2009. Become part of



the eco-friendly movement and gain great exposure for your business by sponsoring the Bethesda Pit Stop for Bike to Work Day 2009. The popular event is a great opportunity for your company to raise its profile in the community and raise awareness about the health, environmental, and economic benefits of biking to work.

The Bike to Work Day festivities will take place on the morning of Friday, May 15th throughout the region, with the main event happening at Freedom Plaza in D.C. Surrounding communities throughout the D.C. metro area will be hosting pit stops along the way. The pit stop in Bethesda will run from 6:30 am to 8:30 am on Reed Street, at the corner of Woodmont and Bethesda Avenues near the Capital Crescent Trail.

Bethesda pit stop sponsors donate products, gift certificates, services, and refreshments. In return, sponsor logo will be featured on promotional materials such as street banners, the BTS website and monthly newsletters. BTS has a limited

Bicycle Commuter Spirit Awards - Call for Nominations!

Deadline to submit nominations is April 17, 2009

BTS is looking for a few good men and women to be nominated for its Annual Bicycle Commuter Spirit Awards. The awards recognize two bike commuters who have shown extraordinary determination and dedication and will be announced during the Bike to Work Day festivities on Friday, May 15th along Reed Street.

The "Most Committed Bicycle Commuter" is awarded to an employee of a Bethesda company who bikes to work on a consistent basis. The 2008 Winner was Ray Hinesman, pictured right.



The second award recognizes the "Longest Distance Commuted by Bicycle." Rick Arrowsmith, pictured left, won this award in 2008.



You can nominate yourself or a co-worker. The postmark deadline is Friday, April 17, 2009. Nomination forms will be distributed to Transit Benefits Coordinators throughout Bethesda, and can also be downloaded at www.BethesdaTransit.org. All entries must be submitted to Rachel Andrews via email, fax or mail.

Bethesda Transportation Solutions,
Attn: Rachel Andrews
7700 Old Georgetown Rd, Lobby Level
Bethesda, MD 20814
Fax: (240) 223-0200
Email: randrews@bethesda.org

Calendar of Events

March

1 Bike to Work Day Registration Open!


April

17 Nomination Deadline for Bike Spirit Awards!

18 Literary Festival Begins See Bethesda.org for info

Bethesda Transportation Solutions (BTS)
7700 Old Georgetown Road, First Floor
Bethesda, MD 20814
301-656-0868
www.bethesdatransit.org

BTS was created in 2000 through a contract between Montgomery County Department of Public Works and Transportation, and Bethesda Urban Partnership, to market alternative transportation options to employers and their employees in downtown Bethesda.



7700 OLD GEORGETOWN ROAD
BETHESDA, MD 20814

Commuter Games

Sudoku

4	2			8		1
8	3	4			5	9
7		8	5			4
		3	2	6	8	
	7	4		2		
3	2	1	8			
7		1	5		8	
1	4		7	5	2	
3	6				9	7

Rules: Fill the grid so that each column, each row and each of the nine 3x3 boxes contains the digits from 1 to 9 only one time each.


Difficulty Level: 3 (on a scale of 0-5)

Last Issue's Logic Grid Solution		Robert	Andrew	Barbara	Peppermint	Ham & Pineapple	Cheese	Olney, MD	Silver Spring, MD	Arlington, VA
Bus		X		X				X		
Bicycle			X			X	X			
Metrocar			X	X	X					X
Olney, MD		X								
Silver Spring, MD		X		X	X					
Arlington, VA			X	X	X					
Peppermint		X								
Ham & Pineapple				X						
Cheese			X							

A Selection of BTS Newsletters from FY08 - FY09

E-Newsletter - First Issue - May/June 2009

 [send this to a friend](#)



Dear ,



Welcome to the new and improved electronic newsletter from BTS! We hope you like the new format as much as we do. Please direct any feedback to Rachel at randrews@bethesda.org.

In this issue:

- [Bike to Work Day 2009 Recap](#)
- [Sharing the Road - A Message for Everyone](#)
- [Safety tips for sharing our region's trails](#)
- [Walk & Ride Challenge 2009 - Are you ready?](#)

Record Attendance at Bethesda's 2009 Bike to Work Day Pit Stop

Bike to Work Day took place on Friday, May 15, and by all accounts, it was a huge success! All over the region, bicycle commuters - first-timers and seasoned riders - turned up in great numbers to celebrate and be celebrated for their earth-friendly and healthy commute. And this year, finally, the weather cooperated. At the Bethesda Pit Stop, we had about 350 commuters pass through - an increase of about 100 over last year's attendance.

Our pit stop ran from 6:30am - 8:30am in downtown Bethesda with DJ entertainment, lots of great speakers, and terrific raffle prizes were called out every 15 to 20 minutes. We were joined by the following sponsors, who provided bike maintenance checks, refreshments and prizes: [REI - College Park](#), [City Bikes](#), [HSBS Bank](#), [zipcar](#), [City Sports](#), [Caribou Coffee](#), [Whole Foods](#), [Honest Tea](#), [Unity Woods Yoga Center](#), [Gifford's Ice Cream](#), [Ben & Jerry's](#) and the [Washington Area Bicyclist Association \(WABA\)](#). Please visit WABA's website for a [complete list of regional sponsors](#).

We were able to provide bagels and other breakfast breads thanks to [Bethesda Bagels](#) and [Spring Mill Bread Company](#).

And of course, our grand prize giveaway was a FREE bicycle, donated by [Griffin Cycle](#). Our



BTS Director Danielle Milo presents the Bike Spirit Award for "Most Committed Cyclist" to Jim Fulmer, of Silver Spring

continued on next page...

winner this year was Carl Thomsen, of Chevy Chase. Congrats Carl!



Jean-Luc Park, winner of the Bike Spirit Award for "Longest Distance Commuted by Bicycle"

We were pleased to present the 2009 Bicycle Commuter Spirit Awards to two deserving cyclists. The "Most Committed Cyclist" award went to Jim Fulmer, of Fidelis Security Systems (for his 7-mile rain-or-shine-or-ice-or-snow daily bike commute). The "Longest Distance Commuted by Bicycle" award went to Jean-Luc Park, of Calvert (for his 16-mile commute from Falls Church).

Thanks to all who submitted nominations - it was a tough competition this year!

For those of you who made it to our pit stop - thanks for coming! We hope you had a great time and a safe commute to work. If you'd like to share any Bike to Work Day experiences, [we'd love to hear from you](#). Let us know if participating in this event inspired you to continue biking to work on a regular basis.

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Sharing the Road A Message for Everyone

With the increasing prevalence of bicycle commuting, along with advancements in technology that have given us so many more ways to multitask while mobile, it is becoming more and more important for everyone on our roads, sidewalks and trails to use caution, common sense and even empathy when interacting with others.

You've probably seen the debate pop up in blogs, in the news, and even around your kitchen table - who really needs to learn to "share the road"? The answer - *we all do*. There is a common misconception that the majority of cyclists rampantly disobey traffic laws, and as a group are responsible for a majority of traffic accidents involving cyclists. The truth is that *most* cyclists obey *most* traffic laws *most* of the time. And the same is true for motorists and pedestrians. Check out The WashCycle blog (sponsored by the Washington Area Bicyclist Association) post on this topic, from July 2008, on WashCycle.typepad.com - ["The Myth of the Scofflaw Cyclist."](#)

If you've ever thought to yourself how you wish all these cyclists on the roads would obey traffic laws - think whether or not you follow the laws to the letter while you're behind the wheel. Most of us would not be able to say that we *never* break traffic laws - but we most likely would say that we obey the laws where we feel safety requires us to do so. Perception of what is or is not safe varies widely between pedestrians, cyclists and motorists.

continued on next page...

The WashCycle blogger uses the example of running a red light. Drivers often speed up through a yellow or even cross the intersection just as the light turns red, but you will not often see a driver come to a complete stop at a red light, look both ways, and advance before it turns green. The safety risk, combined with the likelihood of being caught, generally keep drivers from breaking this law. For a cyclist, the benefits of advancing against a red light outweigh the risks - in fact, in many cases it's safer for a cyclist to go against a red light than to wait for the green with the rest of the vehicles.

As an auto driver, you may still get annoyed with a cyclist in the road, and as a cyclist or pedestrian, you still may get annoyed with auto drivers. If we all remember to stay alert and respect other users of our roads, sidewalks and trails, the daily commute can become easier for everyone.

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A Few Safety Tips for Sharing Our Region's Trails

Our region's trails can be a wonderful and efficient route for commuting or leisure. Learning how to share the way with other users will make the trail experience more enjoyable and safe for all. Here are a few great tips to remember (adapted from a great flyer on walkarlinton.com).

For Cyclists:

Remember that you are moving much faster than those on foot, and pedestrians may not hear you coming until it's too late to react.

- Warn pedestrians of your approach before passing by using your bell or calling out "On your left!" Always pass on the left, never off the trail to the right.
- To avoid collision, slow down as you pass and make sure there is sufficient distance between your bike and the walkers or runners.
- Use bike lanes when available, and remember that on sidewalks, pedestrians always have the right of way.

For Pedestrians:

Remember that cyclists move much faster and will want to pass you. Stay alert and be prepared to respond to their signals.

- Stay on the right of the sidewalk or trail. Never walk more than 2 by 2, and be prepared to walk single file when cyclists approach.
- Try not to stop suddenly, gesture widely with your arms, or step to the left without first checking behind you. If you want to stop, step off to the right of the trail.
- Remember that cyclists are permitted to ride on sidewalks in Montgomery County.
- If you have your dog with you, make sure it stays to the right of the trail as well, and when a cyclist wants to pass, shorten the leash so the dog stays close to you.

continued on next page...

For Everyone:

Stay alert, be courteous and obey traffic rules and signs. If you must wear headphones, we recommend keeping the volume low and/or leaving one earbud out, so it's easier to hear sounds around you.

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Mark Wolff, winner of the Week Two prize drawing, displays his brand new iPod, presented by BTS Director Danielle Milo.

Walk & Ride Challenge 2009

Are you ready to "put a little step in your commute?" Get your walking shoes ready for Bethesda's third annual Walk & Ride Challenge.

The mission of this annual event is to encourage Bethesda employees to realize how easy it is to incorporate exercise into your daily routine when you consider alternative commute modes other than driving alone and sitting in traffic. The Challenge encourages everyone to get out of their car, take transit and get walking. Get fit just by going to work!

Who: All downtown Bethesda based companies and their employees

When: September 7 - 25, 2009

What You Do: We will provide you and your teammates with pedometers with which you'll track the amount of steps you take each day and enter them into our online log. You'll be able to watch your team's progress and check yourselves against other participating teams.

Where: Everywhere! To and from the Metro station, to and from the bus stop, to and from work - and everywhere in between! Walk to a new restaurant for lunch, or if you brought food from home, go out for a long walk instead of working at your desk while you eat.

Walking and transit is an ideal combination. You might not live close enough to your job to walk to work. So, ride Metrorail and walk from the Metro station to your workplace.

What You Could Get: Each week, participants walking more than 50,000 steps will be entered into a drawing to win a new iPod!

The Grand Prize: will be presented at the 2009 Taste of Bethesda. Members of the team with the most logged steps will all receive:

- \$100 Visa Gift Card
- \$50 in SmartBenefits
- \$25 gift certificate from RNJ Sports

continued on next page...

Registration will open July 6! BTS will be distributing information via mail and email to all transit benefits coordinators for businesses located in downtown Bethesda. Rules and registration information are available on the BTS website online at www.bethesdatransit.org.

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Bethesda Transportation Solutions
7700 Old Georgetown Road | Bethesda, MD 20814
Telephone: 301.656.0868 | www.bethesdatransit.org



Bethesda
Computer Solutions

Appendix C

BriteMoves Advertising

Truck - Side 1



Truck - Back



Truck - Side 2



Appendix D Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 1

SAMPLE 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 www.bethesdatransit.org 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 Commuter Information Days 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.	Guaranteed Ride Home Promotion (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 http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml . 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

SAMPLE TRAFFIC MITIGATION PLAN WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
6.	ADA information provided (transportation services for people with disabilities)	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as http://www.bethesdastransit.org/transit-F-transit.shtml . Suggested employer description: We will 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 www.bethesdastransit.org . Suggested employer description: We plan to display the transit information provided by Bethesda Transportation Solutions in our employee common area.
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: We will maintain a file on the promotion and implementation of the strategies selected above and include in our Annual Report to DPWT.
Please note that the strategies below are not required, therefore no response is necessary for your plan to be approved.		
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.

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

Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 3

SAMPLE 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 ZipCar . Many businesses have company memberships to ZipCar . Please note that this element is not Suggested employer description: We will look into the feasibility of acquiring a company ZipCar 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 ZipCar . Many businesses have company memberships to ZipCar . Please note that this element is not Suggested employer description: We will look into the feasibility of acquiring a company ZipCar 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 at www.bethesdatransit.org . 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 Bethesda Circulator stop? Suggested employer description: Sidewalks are located just outside our building.
17.	Carpool matching 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 free car pool matching . Suggested employer description: We will provide information to our employees explaining this program.
18.	Alternative work schedules: ___ Flex Time ___ Jobsharing ___ Compressed Work Week ___ Telecommute /Teleworking	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 Super Fare Share , and SmartBenefits .	Does your company participate in the County's Super Fare Share program, or in an independent transit subsidy program? If so, brag a little! Suggested employer description: Our company participates in the County's subsidy program. We started our program on _____ and ___ of our employees are currently participating in this program. The amount of the subsidy is \$_____ including the County portion. Or: We are currently looking into the possibility of offering such a benefit to our employees.
20.	Maryland State Commuter Tax Credit 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

SAMPLE 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.	Ozone Action Days 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 Clean Air Partners!</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

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TRAFFIC MITIGATION PLAN 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.

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 www.bethesdatransit.org 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 Commuter Information Days 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.
4.	Guaranteed Ride Home Promotion (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 http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml . Suggested employer description: We will continue to 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: 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 PLAN ANNUAL REPORT WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
6.	ADA information provided (transportation services for people with disabilities)	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as http://www.bethesdatransit.org/transit-F-transit.shtml . 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 www.bethesdatransit.org . 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 ZipCar . Many businesses have company memberships to ZipCar . Suggested employer description: We will look into the feasibility of acquiring a company ZipCar membership.

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

Traffic Mitigation Plans & Annual Reports – Examples

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TRAFFIC MITIGATION PLAN 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 ZipCar . Many businesses have company memberships to ZipCar . Suggested employer description: We will look into the feasibility of acquiring a company ZipCar 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 here . 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 Bethesda Circulator stop? Suggested employer description: Sidewalks are located just outside our building.
17.	Carpool matching 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 free car pool matching . Suggested employer description: We will continue to provide information to our employees explaining this program.
18.	Alternative work schedules: ___ Flex Time ___ Jobsharing ___ Compressed Work Week ___ Telecommute/Teleworking	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 Super Fare Share , and SmartBenefits .	Does your company participate in the County's Super Fare Share program, or in an independent transit subsidy program? If so, brag a little! Suggested employer description: Our company participated in the County's subsidy program. We started our program on _____ and ___ of our employees participated in the program in 2009. The amount of the subsidy in 2009 was \$_____ including the County portion. Or: We are currently looking into the possibility of offering such a benefit to our employees.
20.	Maryland State Commuter Tax Credit 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

SAMPLE 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.	Ozone Action Days 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 Clean Air Partners!</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/>

2008 Annual Commuter Survey - Page 2

6. How many miles is it from your home to your regular work location? _____ miles
 How long does it typically take you to travel from home to this location? _____ minutes
 Last week, what was the **longest time** it took you to travel from home to work? _____ minutes
 What is your home zip code? _____ County/Jurisdiction? _____

7. On days that you drive to work, even if you only drive occasionally, where do you park?
 I never drive to work (*skip to Q8*)
 I park: in a lot/garage at my work location
 in a public lot/garage off-site
 on the street
 other _____

7a. How much do you pay to park at this location?
 _____ No charge, I park for free
 \$ _____ per: day / month (*circle one*)

8. Does your employer OFFER free or discounted transit passes (e.g., Metrochek) or offer to pay or reimburse part of your commute expenses, **other than** for parking?
 No (*skip to Q9*) Don't know (*skip to Q9*) Yes (*please answer question 8a*)

8a. Do **you personally** receive a transit pass or other reimbursement or payment for commute expenses?
 No (*skip to Q9*) Yes →

8b. How much do you receive each month?
 \$1-30 \$31-60 \$61-99 \$100+

9. Listed below are services that could help you travel to work by carpool, vanpool, public transit, or bicycle. For each Commuting Service listed on the left, please check if the service would encourage you to use the type of transportation noted. For example, check "Yes," for "\$100 monthly subsidy for transit," if that service would encourage you to use **transit**. If you already use the type of transportation noted, check the box "Use Now."

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?			
	Yes	Maybe	No	Use Now
Assistance to form a carpool or vanpool				
Free parking for carpools and vanpools				
\$100 monthly subsidy for vanpools				
\$100 monthly subsidy for transit				
Route/schedule information for transit				
Ride in case of emergency for carpool, vanpool, transit				
Secure locker or other storage for bicycle				

THANK YOU FOR COMPLETING THE SURVEY!

OPTIONAL: You and your Transit Benefits Coordinator could BOTH win a \$250 Visa Gift Card. In order to be entered into the drawing, you must fill out the information below.

Name _____ Daytime Phone Number _____
 Mailing Address _____ Email Address _____

I would like to receive free information on carpooling, vanpooling, transit, or other alternatives driving to work.

Carpool/Vanpool Transit Both None Other _____

PLEASE RETURN THIS SURVEY BY May 31, 2008

2008 Annual Commuter Survey Results

Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	1%
6:00am hour:	5%
7:00am hour:	16%
8:00am hour:	42%
9:00am hour:	26%
10:00am or later:	10%

Work Departure Time	
Before 3:00pm:	3%
3:00pm hour:	4%
4:00pm hour:	14%
5:00pm hour:	38%
6:00pm hour:	26%
7:00pm or later:	15%

Peak Period Commuting (7:00am - 8:59am)	
Peak Period Commuter	58%
Off Peak Period Commuter	42%

Question 3. Weekly Modal Split

2008 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	70 %	8 %	22 %	0 %	0 %	100 %
6:15 - 6:29	63 %	9 %	28 %	0 %	0 %	100 %
6:30 - 6:44	78 %	5 %	12 %	5 %	0 %	100 %
6:45 - 6:59	67 %	10 %	15 %	8 %	0 %	100 %
7:00 - 7:14	74 %	2 %	21 %	3 %	0 %	100 %
7:15 - 7:29	75%	4 %	19 %	2 %	0 %	100 %
7:30 - 7:44	65 %	9 %	23 %	3 %	0 %	100 %
7:45 - 7:59	64 %	5 %	26 %	5 %	0 %	100 %
8:00 - 8:14	66 %	9 %	21 %	4 %	0 %	100 %
8:15 - 8:29	52 %	7 %	36 %	5 %	0 %	100 %
8:30 - 8:44	59 %	4 %	31 %	6 %	0 %	100 %
8:45 - 8:59	57 %	4 %	38 %	1 %	0 %	100 %
9:00 - 9:14	62 %	6 %	27 %	5 %	0 %	100 %
9:15 - 9:29	69 %	4 %	27 %	0 %	0 %	100 %
9:30 - 9:44	70 %	4 %	21 %	5 %	0 %	100 %
9:45 - 9:59	70 %	0 %	30 %	0 %	0 %	100 %
AVERAGE	66 %	6 %	25 %	3 %	0 %	100 %

Question 3. - Continued

Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	61%
CP/VP driver	3%
CP/VP rider	2%
Bus	8%
Train	16%
Walked /bicycled	4%
Other	6%

Peak Hour (8:15am - 9:14am) Weekly Modal Split

Commute Mode	Mode Share
Drove alone	60%
CP/VP driver	3%
CP/VP rider	2%
Bus	8%
Train	21%
Walked /bicycled	5%
Other	1%

Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	217	2.2	2.0

Question 5. Previous Modes Used

	Mode	Percent
Q5. Thinking back one year, how did you usually get to work?	Drove alone	67%
	Carpool/Vanpool	3%
	Bus	6%
	Train	19%
	Bike/Walk	5%

	Percent	
Q5a. Did you work at your current location one year ago?	Yes	76%
	No	24%

Question 6. Travel Distance, Travel Time & Longest Travel Time

	Mean	Median	Range
Q6a. Travel Distance (in miles)	16.5	13	110
Q6b. Travel Time (in minutes)	40.9	40	178
Q6c. Longest Travel Time (in minutes)	56.1	50	237

Q6d. Home County & State Analysis

	Percent
Montgomery County	54%
District of Columbia	12%
Northern Virginia	14%
Other Maryland	19%
Outside Metro Area	1%

Question 7. Parking

	Percent	
Q7. 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	57%
	In a public lot/garage off-site	28%
	On the street	1%
	Other	<1%
	I never drive to work	14%

	Percent	
Q7a. How much do you pay to park?	I do NOT pay to park	27%
	I pay to park	57%
	Average Parking Charge per Month	\$103.16

Question 8. Commute Expense Reimbursement

	Percent	
Q8. Does your employer offer free or discounted transit passes or offer to pay or reimburse part of your commute expenses, other than for parking?	Yes	60%
	No	27%
	Don't Know	13%

If YES to Q8:

	Percent	
Q8a. Do you personally receive a transit pass or other reimbursement or payment for commute expenses?	Refused/No Answer	n/a
	Yes	43%
	No	57%

If YES to Q8a:

	Percent	
Q8b. How much do you receive each month?	Refused/No Answer	n/a
	\$1 - \$30	11%
	\$31 - \$60	32%
	\$61 - \$99	25%
	\$100+	32%

Question 9. Commuting Services

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?				
	Yes	Maybe	No	Use Now	Refused/No Answer
Assistance to form a carpool or vanpool	8%	16%	59%	2%	16%
Free Parking for carpool or vanpool	15%	14%	54%	1%	16%
\$100 monthly subsidy for vanpools	12%	16%	55%	<1%	17%
\$100 monthly subsidy for transit	28%	14%	37%	11%	10%
Route/Schedule information for transit	11%	12%	52%	8%	17%
Ride in case of emergency for carpool, vanpool, or transit	16%	17%	49%	1%	17%
Secure locker or other storage for bicycle	8%	7%	66%	1%	17%

2008 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	244	45	18%
Acacia Group	40	2	5%
American Association of Blood Banks	79	27	34%
American Capital Strategies	338	77	23%
American Inn Bethesda	30	0	0
American Occupational Therapy Assoc	90	54	60%
America's Most Wanted	90	48	53%
AustinGrill	75	0	0
Bank of America Mortgage	36	28	78%
Barnes & Noble	70	2	3%
BB&T	26	1	4%
BDO Seidman LLP	125	0	0
BD's Mongolian Barbeque	25	0	0
Benihana Inc.	55	4	7%
Bethesda Sport & Health	50	4	8%
Bethesda-Chevy Chase High School	76	27	36%
Bierman, Geesing & Ward LLC	50	0	0
Black's Bar & Kitchen	50	10	20%
Bond Beebe	65	17	26%
Boston Consulting Group	100	2	2%
Cambridge Information Group	201	36	18%
Chevy Chase Bank	1000	188	19%
Chevy Chase Cars Inc.	136	34	25%
Children in the Shoe	43	0	0
Clark Construction Group	400	191	48%
Clark Enterprises, Inc	50	31	62%
Clark Foundations, Inc	50	0	0
CoStar Group	358	0	0
Councilor, Buchanan & Mitchell, PC	45	45	100%
Cutting Corporation	83	0	0
Cystic Fibrosis Foundation	150	60	40%
Daily Grill	52	44	85%

2008 Survey - Employer and Employee Response Rate

Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Datawatch Systems Inc.	100	5	5%
Decklebaum Ogens Reiser Shedlock & Raferty CHTD	27	20	74%
Deutsche Bank Berkshire Mortgage, Inc	55	14	25%
Development Alternatives	267	55	21%
Development Services Group	34	1	3%
Doubletree Hotel	221	17	8%
EagleBank	159	131	82%
Editorial Projects in Education	90	24	27%
EuroMotor Cars	284	22	8%
First Washington Realty	20	0	0
Foster Associates Inc.	41	6	15%
Gallagher & Associates	49	49	100%
GE Capital Healthcare	110	2	2%
Gelman, Rosenberg & Freedman PC	86	0	0
Giant Food	200	0	0
GMAC Residential Funding Corp	112	70	63%
Green Park Financial/Walker & Dunlop	86	0	0
GTM Architects	65	17	26%
Hanger Orthopedic Group Inc	100	0	0
Houston's Restaurant	110	13	12%
Hyatt Hotels and Resorts	259	32	13%
Imagination Stage	93	37	40%
IPREO	89	0	0
Jolie Day Spa	60	0	0
Lerch, Early & Brewer	85	81	95%
LexisNexis	153	153	100%
Linowes & Blocher	110	75	68%
Maple Life Financial	66	66	100%
MarketBridge	40	31	78%

2008 Survey - Employer and Employee Response Rate

Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
National Assoc. of School Psychologists	33	30	91%
National Electrical Contractors Assoc.	53	51	96%
Nextel Communications	80	0	0
NOVA Research Company	40	23	58%
OPNET Technologies, Inc	209	180	86%
Ourisman Honda	160	0	0
Paley, Rothman, Goldstein, and Cooper	81	36	44%
PDA	44	2	5%
Pizzeria Uno	70	0	0
Project Hope	28	17	61%
PSI Associates	35	9	26%
QRC Division of Macro International	89	21	24%
Radius, The Global Travel Company	28	27	96%
Red Coats Inc	82	30	37%
Residence Inn Marriott	62	17	27%
Reznick, Fedder & Silverman	450	258	57%
Ri Ra Irish Restaurant & Brewery	61	0	0
Rosenthal Partners	30	8	27%
Ruth's Chris Steakhouse	90	0	0
Safeway	72	2	3%
Smith Barney Inc	118	0	0
Stone Street Capital Inc	100	42	42%
Strosniders Hardware	95	14	15%
Tragara Ristorante	28	0	0
UBS Financial Services	76	14	18%
University Research Company	50	36	72%
US Consumer Product Safety Commission	435	0	0
US Postal Service	144	10	7%
Wachovia Securities	25	10	40%
Watkins, Meegan, Drury & Co	215	43	20%
Weaver Brothers Insurance Association	28	15	54%
Totals	10,956	2831	26%

2009 Annual Commuter Survey - Page 2

6. How many miles is it from your home to your regular work location? _____ miles
 How long does it typically take you to travel from home to this location? _____ minutes
 Last week, what was the **longest time** it took you to travel from home to work? _____ minutes
 What is your home zip code? _____ County/Jurisdiction? _____

7. On days that you drive to work, even if you only drive occasionally, where do you park?

I never drive to work (*skip to Q8*)

- I park: in a lot/garage at my work location
 in a public lot/garage off-site
 on the street
 other _____

7a. How much do you pay to park at this location?

_____ No charge, I park for free
 \$_____ per: day / month (*circle one*)

8. Does your employer OFFER free or discounted transit passes (e.g., Metrochek) or offer to pay or reimburse part of your commute expenses, **other than** for parking?

- No (*skip to Q9*) Don't know (*skip to Q9*) Yes (*please answer question 8a*)

8a. Do **you personally** receive a transit pass or other reimbursement or payment for commute expenses?

- No (*skip to Q9*) Yes

8b. How much do you receive each month?

- \$1-30 \$31-60 \$61-99 \$100+

9. Listed below are services that could help you travel to work by carpool, vanpool, public transit, or bicycle.

For each Commuting Service listed on the left, please check if the service would encourage you to use the type of transportation noted. For example, check "Yes," for "\$100 monthly subsidy for transit," if that service would encourage you to use **transit**. If you already use the type of transportation noted, check the box "Use Now."

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?			
	Yes	Maybe	No	Use Now
Assistance to form a carpool or vanpool				
Free parking for carpools and vanpools				
\$100 monthly subsidy for vanpools				
\$100 monthly subsidy for transit				
Route/schedule information for transit				
Ride in case of emergency for carpool, vanpool, transit				
Secure locker or other storage for bicycle				

THANK YOU FOR COMPLETING THE SURVEY!

OPTIONAL: You and your Transit Benefits Coordinator could BOTH win a \$250 Visa Gift Card. In order to be entered into the drawing, you must fill out the information below.

Name _____

Daytime Phone Number _____

Mailing Address _____

Email Address _____

I would like to receive free information on carpooling, vanpooling, transit, or other alternatives driving to work.

- Carpool/Vanpool Transit Both None Other _____

PLEASE RETURN THIS SURVEY BY MAY 31, 2009

2009 Annual Commuter Survey Results

Question 2. Arrival & Departure Times

Work Arrival Time		Work Departure Time	
Before 6:00am:	1%	Before 3:00pm:	3%
6:00am hour:	4%	3:00pm hour:	5%
7:00am hour:	15%	4:00pm hour:	14%
8:00am hour:	41%	5:00pm hour:	41%
9:00am hour:	27%	6:00pm hour:	24%
10:00am or later:	12%	7:00pm or later:	13%

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

Question 3. Weekly Modal Split

2009 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	81 %	12 %	7 %	0 %	0 %	100 %
6:15 - 6:29	36 %	0 %	64 %	0 %	0 %	100 %
6:30 - 6:44	71 %	3 %	26 %	0 %	0 %	100 %
6:45 - 6:59	56 %	1 %	43 %	0 %	0 %	100 %
7:00 - 7:14	71 %	9 %	17 %	3 %	0 %	100 %
7:15 - 7:29	64%	11 %	25 %	0 %	0 %	100 %
7:30 - 7:44	62 %	11 %	24 %	3 %	0 %	100 %
7:45 - 7:59	56 %	4 %	37 %	3 %	0 %	100 %
8:00 - 8:14	58 %	7 %	30 %	5 %	0 %	100 %
8:15 - 8:29	62 %	5 %	28 %	5 %	0 %	100 %
8:30 - 8:44	59 %	4 %	32 %	5 %	0 %	100 %
8:45 - 8:59	60 %	8 %	29 %	3 %	0 %	100 %
9:00 - 9:14	57 %	6 %	32 %	5 %	0 %	100 %
9:15 - 9:29	61 %	7 %	29 %	3 %	0 %	100 %
9:30 - 9:44	68 %	3 %	26 %	3 %	0 %	100 %
9:45 - 9:59	79 %	0 %	14 %	7 %	0 %	100 %
AVERAGE	63 %	6 %	29 %	3 %	0 %	100 %

Question 3. Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	58%
CP/VP driver	4%
CP/VP rider	2%
Bus	9%
Train	17%
Walked /bicycled	4%
Other	6%

Peak Hour (8:15am - 9:14am) Weekly Modal Split

Commute Mode	Mode Share
Drove alone	59%
CP/VP driver	4%
CP/VP rider	2%
Bus	9%
Train	22%
Walked /bicycled	5%
Other	0%

Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	191	2.19	2.00

Question 5. Previous Modes Used

	Mode	Percent
Q5. Thinking back one year, how did you usually get to work?	Drove alone	64%
	Carpool	5%
	Bus	6%
	Train	20%
	Bike/Walk	4%

		Percent
Q5a. Did you work at your current location one year ago?	Yes	78%
	No	16%

Question 6. Travel Distance, Travel Time & Longest Travel Time

	Mean	Median	Range
Q6a. Travel Distance (in miles)	15.8	13	121
Q6b. Travel Time (in minutes)	41.7	40	190
Q6c. Longest Travel Time (in minutes)	61	56.5	240

Q6d. Home County & State Analysis

	Percent
Montgomery County	54%
District of Columbia	12%
Northern Virginia	14%
Other Maryland	20%
Outside Metro Area	<1%

Question 7. Parking

	Percent	
Q7. 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	53%
	In a public lot/garage off-site	27%
	On the street	1%
	Other	<1%
	I never drive to work	17%

	Percent	
Q7a. How much do you pay to park?	I do NOT pay to park	24%
	I pay to park	63%
	Average Parking Charge per Month	\$103.86

Question 8. Commute Expense Reimbursement

		Percent
Q8. Does your employer offer free or discounted transit passes or offer to pay or reimburse part of your commute expenses, other than for parking?	Yes	55%
	No	31%
	Don't Know	12%

If YES to Q8:

		Percent
Q8a. Do you personally receive a transit pass or other reimbursement or payment for commute expenses?	Refused/No Answer	3%
	Yes	45%
	No	53%

If YES to Q8a:

		Percent
Q8b. How much do you receive each month?	Refused/No Answer	8%
	\$1 - \$30	8%
	\$31 - \$60	20%
	\$61 - \$99	21%
	\$100+	43%

Question 9. Commuting Services

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?				
	Yes	Maybe	No	Use Now	Refused/No Answer
Assistance to form a carpool or vanpool	7%	15%	60%	2%	17%
Free Parking for carpool or vanpool	15%	14%	54%	1%	17%
\$100 monthly subsidy for vanpools	10%	16%	56%	<1%	18%
\$100 monthly subsidy for transit	27%	14%	36%	13%	10%
Route/Schedule information for transit	9%	12%	53%	8%	18%
Ride in case of emergency for carpool, vanpool, or transit	15%	18%	48%	2%	17%
Secure locker or other storage for bicycle	9%	8%	64%	1%	17%

2009 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	310	15	5%
Acacia Group	40	22	55%
American Capital Strategies	447	22	5%
American Gastroenterological Association	83	38	46%
American Inn Bethesda	30	0	0
American Society of Health Systems Pharmacists	223	115	52%
Areva NC, Inc	40	0	0
Association of Financial Professionals	75	49	65%
Austin Grill	56	8	14%
Automotive Aftermarket Industry Assoc	40	35	88%
Barnes & Noble	100	8	8%
BB&T	4	3	75%
BDO Seidman LLP	58	22	38%
BD's Mongolian Barbeque	25	12	48%
Benihana Inc	47	0	0
Betah Associates Inc	32	0	0
Bethesda Sport & Health Club	50	1	2%
Bethesda Urban Partnership	34	31	91%
BF Saul Company	175	170	97%
Bierman, Geesing & Ward LLC	50	0	0
Black's Bar & Kitchen	91	0	0
Boston Consulting Group	142	7	5%
Bovis Lend Lease	51	0	0
Bregman, Berbert, Schwartz & Gilday	25	28	112%
BroadPoint Technologies	70	22	31%
Brown & Gould LLP	40	0	0
Budow & Noble Inc	36	0	0
Burness Communications	40	15	38%
Calvert	147	70	48%
Catapult Technologies	70	17	24%
CBiz Accounting, Tax & Advisory Svcs	57	21	37%
CDM Group Inc	76	0	0

2009 Survey - Employer and Employee Response Rate

Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Chevy Chase Bank - Headquarters	1055	180	17%
Children in the Shoe	54	0	0
Citi Smith Barney	100	28	28%
Clark Construction	2010	6	<1%
Clark Foundations Inc	50	0	0
Coldwell Banker Residential Brokerage	60	0	0
Comcast Sportsnet Inc	125	63	50%
CoStar Group	315	192	61%
Cutting Corporation	83	0	0
CVS	40	0	0
Datawatch Systems Inc	145	17	12%
Development Alternatives Inc	285	44	15%
Development Services Group	34	4	12%
Doubletree Hotel	140	18	13%
Empower IT	56	0	0
Epok Inc	27	0	0
ESI	99	7	7%
EuroMotor Cars	291	54	19%
Europ Assistance USA Inc	160	26	16%
Fairfield Residential	40	0	0
Federally Insured Savings Network (FISN)	9	9	100%
First Financial Group	30	6	20%
First Potomac Realty Trust	59	52	88%
Fitness First	25	0	0
Futron	98	10	10%
GE Healthcare Financial Services	75	7	9%
Gelman, Rosenberg & Freedman PC	70	1	1%
GetWellNetwork, Inc	50	8	16%
Giant Food	200	0	0
Green Park Financial/Walker & Dunlop	126	39	31%
Greystone Servicing Corporation	33	11	33%
Hamilton Aaltman Canale/Dillon	36	9	25%

2009 Survey - Employer and Employee Response Rate

Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Hanger Orthopedic Group Inc	150	91	61%
Hyatt Hotels and Resorts	229	25	11%
Infrastructure Management Group Inc	30	13	43%
IPREO	107	0	0
Jolie Day Spa	40	0	0
Lasalle Hotel Properties	28	23	82%
Legal Advantage	98	0	0
Long and Foster Real Estate Inc	276	0	0
Martek Global Services Inc	11	2	18%
Mass Mutual	14	9	64%
McCormick & Schmick's Seafood Restaurant	75	15	20%
McDonald's Restaurant	40	0	0
MediaCybernetics	50	0	0
MedTap International	50	5	10%
Modell's Sporting Goods	30	0	0
Mon Ami Gabi	80	0	0
Moore & Associates	30	0	0
Morgan Stanley	80	1	1%
National Assoc. of Community Health Centers	50	0	0
National Foundation for Cancer Research	25	0	0
Nextel Communications, Inc	80	0	0
Other/Unidentifiable	n/a	28	n/a
Ourisman Honda	160	7	4%
Parvizian Masterpieces	36	0	0
Pasternak & Fidis	33	14	42%
PDA	28	0	0
Pizzeria Uno	70	0	0
Potomac Hudson Engineering	50	5	10%
Presidential Bank Mortgage	60	6	10%
ProQuest/Cambridge Information Group	80	7	9%
Prudential Financial Services	40	1	3%

2009 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
QRC Division of Macro International	113	73	65%
RAC Solutions, Inc	43	4	9%
RE/MAX Realty Services	50	5	10%
Regardie, Brooks & Lewis	26	14	54%
Reznick Group	475	181	38%
Ri Ra Irish Restaurant Pub	30	25	83%
Rio Grande Cafe	94	33	35%
RLK Educational Services	1	0	0
Rock Bottom Restaurant & Brewery	61	0	0
Ruth's Chris Steak House	90	0	0
Safeway	72	0	0
Scicomm Inc	50	2	4%
Shugoll Research Inc	80	16	20%
Spherion Corporation	30	0	0
Staples Inc	40	0	0
Strosniders Hardware	90	41	46%
Teaching Strategies	73	20	27%
The Ezra Companies	50	0	0
The PATH Malaria Vaccine Initiative	30	30	100%
The Torray Fund	45	0	0
Tragara Ristorante	28	7	25%
UBS Financial Services	71	0	0
US Consumer Product Safety Commission	345	1	<1%
US Postal Service	144	9	6%
Washington Center for Image Dentistry	13	3	23%
Watkins, Meegan, Drury & Co, LLC	149	24	16%
Weichert Realtors	45	3	7%
West & Feinberg	32	0	0
Westover Consultants Inc	33	3	9%
Woodmont Grill	110	17	16%
Totals	12,767	2229	18%

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

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
Abt Associates	X	X	X	
Acacia	X			
American Capital Strategies	X	X		
ASHP	X			
America's Most Wanted	X			
Barnes & Noble	X			
Bethesda Sport & Health	X	X	X	
BF Saul & Co.	X			
Bierman, Geesing & Ward	X			
Bond Beebe	X			
Boston Consulting	X			
Calvert	X			X
Chevy Chase Bank	X	X	X	
Clark Construction	X	X	X	
Comcast Sportsnet	X			
Costar Group	X	X		
Deutsche Bank Berkshire	X			
Development Alternatives Inc	X	X		
DoubleTree	X			
Editorial Projects in Education	X	X		
Euro MotorCars	X	X	X	
Futron	X	X		
GE Healthcare	X	X		
Giant Food	X			
GMAC	X			
Greystone Servicing Corp	X			
Hanger Orthopedic	X			
ICF Macro	X			
Imagination Stage		X		
Lerch, Early & Brewer	X			
LexisNexis	X			
McCormick & Schmick's	X			
McDonald's Restaurant	X			
National Association of School Psychologists	X			
OPNET	X	X	X	
Ourisman Honda	X		X	

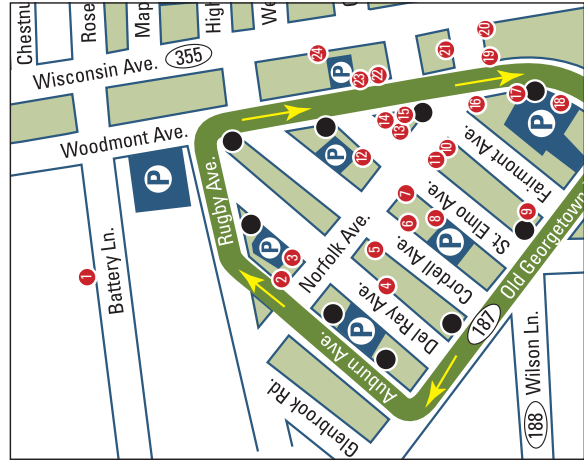
Bethesda Companies with Bicycle Amenities
Continued

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
PDA	X	X		
Red Coats, Inc.	X			
Residence Inn Marriott	X		X	
Reznick Group	X			
Round House Theatre		X		
SS Papadopoulos & Assoc.	X			
Stone Street Capital	X			
UBS Financial	X			
Stone Street Capital	X			
University Research Co.	X			
Vanguard Realty	X			
Walker and Dunlap	X			

Appendix G Maps of Bike Rack Locations in Downtown Bethesda *extracted from the "Bike to Bethesda" brochure produced in FY08*

Woodmont Triangle

- | | |
|---|---|
| 1 4925 Battery Ln | 14 7906 Woodmont Ave |
| 2 8007 Norfolk Ave | 15 NW Corner of Norfolk & Woodmont Aves (Veterans Park) |
| 3 8007 Norfolk Ave | 16 7700 Norfolk Ave |
| 4 4922 Del Ray Ave | 17 7712 Woodmont Ave |
| 5 4923 Cordell Ave | 18 7706 Woodmont Ave |
| 6 4932 Cordell Ave | 19 SE Corner of Cheltenham Dr & Woodmont Ave |
| 7 Corner of St. Elmo & Norfolk Aves | 20 Corner of Cheltenham Dr & Woodmont Ave |
| 8 4917 St. Elmo Ave | 21 4811 Cheltenham Dr |
| 9 7755 Old Georgetown Rd | 22 7833 Woodmont Ave |
| 10 4901 Fairmont Ave | 23 7825 Woodmont Ave |
| 11 7820 Norfolk Ave | 24 7904 Wisconsin Ave |
| 12 NW Corner of St. Elmo & Norfolk Aves | |
| 13 NE Corner of Norfolk & St. Elmo Aves | |



Biking to Bethesda

just got a whole lot easier!

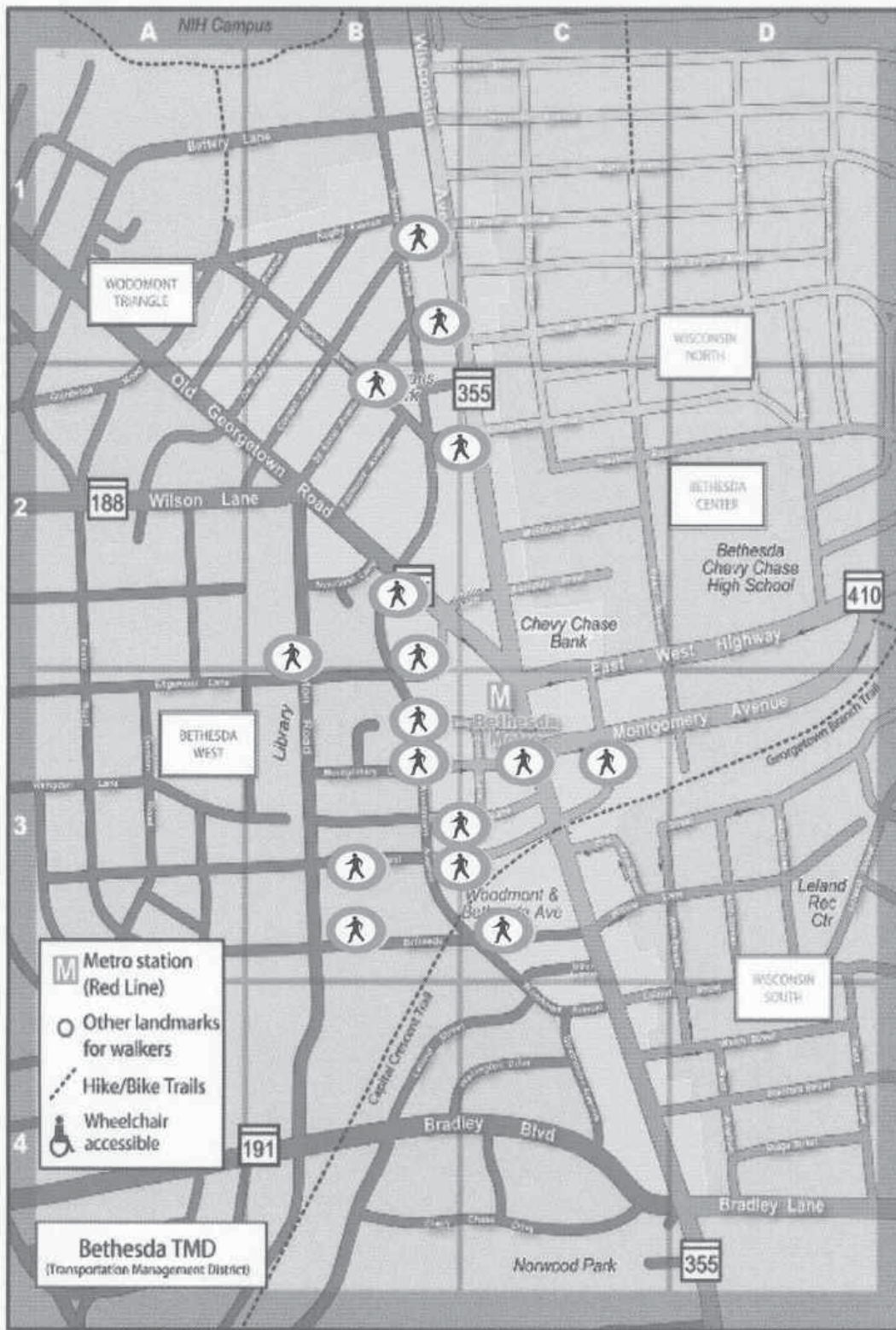
Did you know that the Bethesda Central Business District has over 60 easy to use bike racks? So, cycle in on routes such as the Capital Crescent Trail, and park your bicycle at any of the RED bike racks.

Rack addresses at right correspond to their designated area of Downtown Bethesda. To the left you will find enlarged maps showing the exact locations of the many bike racks in that specific area.

For more information on bike rack locations, use, maps or route suggestion, contact Tom Robertson at TRobertson@bethesda.org or 301-656-0868 x30.



Appendix H Location of Countdown Pedestrian Signals



Appendix I Glossary of Terms and Abbreviations

AAO	Average Auto Occupancy. 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	Annual Growth Policy. A resolution adopted annually by the Montgomery County Council that contains guidelines for administration of the Adequate Public Facilities Ordinance for transportation and schools.
CBD	Central Business District. The central district of Bethesda, containing the highest concentration of commercial and retail buildings.
CLV	Critical Lane Volume. The maximum number of vehicles crossing the center point of an intersection within a specified period, usually the morning or evening peak hour.
LOS	Level of Service. 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	Non-Auto Driver Mode Share. Percent of commuters who are not drivers of single occupancy vehicles, carpools or vanpools.
PLD	Parking Lot District. 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	Single Occupant Vehicle. Vehicle with a driver and no other passengers; TMD efforts are directed primarily toward reducing the occurrence of single occupant travel.
TBC	Transportation Benefits Coordinator. An employer's liaison with TMD staff, who implements a company's TMP and handles commuting issues of their employees.
TDM	Transportation Demand Management. 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	Transportation Management District. 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.
TMP	Traffic Mitigation Plan. 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.
Telework	<i>aka</i> Telecommuting. Business management tool where employees are permitted to complete their job tasks at home or at telework centers.

