

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

BIENNIAL REPORT

FY2010 – FY2011



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  
FY2010 – FY2011

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**Table of Contents**

I.	Executive Summary .....	6
II.	Introduction.....	10
III.	TMD Operations, Programs & Services.....	12
	<b>A. TMD Objectives .....</b>	<b>12</b>
	<b>B. TMD Operations.....</b>	<b>12</b>
	<i>TMD Organization</i>	
	<i>TMD Staffing</i>	
	<i>TMD Funding</i>	
	<i>TMD Advisory Committee</i>	
	<b>C. TMD Marketing &amp; Outreach Programs .....</b>	<b>14</b>
	<i>Employer Transit Benefits Coordinators</i>	
	<i>Rideshare Matching</i>	
	<i>Super Fare Share - through January 2010</i>	
	<i>Commuter Information Days</i>	
	<i>Newsletters</i>	
	<i>Banners</i>	
	<i>Other Advertising &amp; Outreach</i>	
	<b>D. TMD Events.....</b>	<b>20</b>
	<i>Car Free Day</i>	
	<i>Walk &amp; Ride Challenge</i>	
	<i>Telework Week</i>	
	<i>Bike to Work Day</i>	
	<i>BTS Participation in BUP Events</i>	
	<i>Employer Recognition Events</i>	
	<b>E. Traffic Mitigation Plans &amp; Annual Reports.....</b>	<b>25</b>
	<b>F. Other Initiatives .....</b>	<b>25</b>
IV.	TMD Commuting Profile.....	26
	<i>Non Auto Driver Mode Share</i>	
	<i>Peak Period</i>	
	<i>Peak Hour</i>	

A.	<b>Response Rate</b> .....	28
B.	<b>Mode Choice</b> .....	29
C.	<b>Average Vehicle Occupancy</b> .....	30
D.	<b>Transit Usage &amp; Pooling</b> .....	31
E.	<b>Other Modes: Biking &amp; Walking</b> .....	31
	<i>Biking</i>	
	<i>Walking</i>	
F.	<b>Other Work Schedules</b> .....	33
G.	<b>Home Origins</b> .....	33
V.	<b>Traffic, Parking, and Ridership Trends</b> .....	34
A.	<b>Traffic Conditions</b> .....	34
B.	<b>Ridership Trends</b> .....	34
	<i>Metrorail &amp; Metrobus</i>	
	<i>Ride On</i>	
	<i>Bethesda Circulator</i>	
C.	<b>Parking Supply &amp; Usage</b> .....	37
	<i>Public Parking</i>	
	<i>Private Parking</i>	
VI.	<b>Conclusions, Trends &amp; Recommendations</b> .....	40

***Tables***

Table 3.1	Bethesda TMD Advisory Committee.....	13
Table 3.2	Enhanced Super Fare Share Program.....	17
Table 3.3	Newsletter Response Report.....	18
Table 3.4	Bike to Work Day Registration.....	21
Table 3.5	Employer Recognition Awards - Bethesda Companies .....	24
Table 4.1	Peak Period NADMS incl. TW & CWS 2010.....	27
Table 4.2	Peak Period NADMS incl. TW & CWS 2011.....	27
Table 4.3	Peak Period NADMS (not incl. TW & CWS) FY10.....	27
Table 4.4	Peak Period NADMS (not incl. TW & CWS) FY11.....	27
Table 4.5	Peak Period NADMS FY10.....	28
Table 4.6	Peak Period NADMS FY11.....	28

Table 4.7	Survey Participation 2000 - 2011 .....	29
Table 4.8	Peak Period Mode Choice FY10 .....	29
Table 4.9	Peak Period Mode Choice FY11 .....	29
Table 4.10	Peak Hour Mode Choice FY10.....	30
Table 4.11	Peak Hour Mode Choice FY11.....	30
Table 4.12	Average Auto Occupancy.....	30
Table 4.13	Sector Plan Objectives & 2010 Survey Results .....	31
Table 4.14	Sector Plan Objectives & 2011 Survey Results .....	31
Table 4.15	Biking in Bethesda at a Glance.....	32
Table 4.16	Residential Origin of Surveyed Commuters .....	33
Table 5.1	Metrorail Ridership FY10 & FY11 .....	35
Table 5.2	Metrobus Boarding & Alighting .....	36
Table 5.3	Ride On Bus Average Weekday Boardings .....	36
Table 5.4	Bethesda Circulator Ridership .....	37
Table 5.5	Public Parking Supply & Usage FY10 - FY11 .....	38
Table 5.6	Private Parking Inventory .....	39

### *Figures*

Figure 2.1	Map: Bethesda Transportation Management District.....	11
Figure 3.1	Example CID Flyer.....	19

### *Appendices*

Appendix A	Super Fare Share Companies.....	44 - 47
Appendix B	BTS Newsletters .....	48 - 58
Appendix C	Other Advertising .....	59
Appendix D	Traffic Mitigation Plans & Annual Reports.....	60 - 67
Appendix E	Annual Commuter Surveys - FY2010 and FY2011.....	68 - 88
Appendix F	Bethesda Companies with Bicycle Amenities.....	89 - 91
Appendix G	Map: Bike Rack Locations in Downtown Bethesda .....	92
Appendix H	Map: Bethesda's Crosswalk Map .....	93
Appendix I	Glossary of Terms .....	94

## 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 2010 and 2011, which began July 1, 2009 and ended June 30, 2011. Bethesda Urban Partnership (BUP) is the Transportation Management Organization (TMO) for the Bethesda Central Business District (CBD) and has been in operation for 19 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 the "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; promoting telework and alternative work schedules; 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 2010 annual commuter survey indicate an NADMS of 37% (including telework and compressed work weeks), while in 2011 the NADMS was 36%.

This report takes a comprehensive look at the programs and services marketed to employers in the TMD, as well as trends in transit ridership, and inventory of public and private parking facilities. The report also includes results and analysis of the 2010 and 2011 Annual Commuter Surveys. Key elements are summarized below, organized according to sections of the report.

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

- 99 downtown Bethesda businesses were enrolled in Super Fare Share, Montgomery County's transit benefits matching program at the time of its suspension in January 2010.
- The Walk and Ride grew in both the numbers of participants and in its reach into other TMD's. In 2009, the North Bethesda Transportation Management District joined BTS in Walk and Ride and registered 88 participants on 19 teams. In both 2009 and 2010, the Walk and Ride Challenge had between 350 and 450 participants in Bethesda alone.
- The number of bicyclists registering for Bike to Work Day increased in both 2010 and 2011, continuing BTS' trend of growing the event each year.
- BTS held weekly Commuter Information Days in office buildings throughout downtown Bethesda.

- Ten Bethesda companies were recognized with Honorable Mentions during the 2010 and 2011 Employer Recognition Awards, presented by the Metropolitan Washington Council of Governments (MWCOG). Two Bethesda companies were honored in 2011 with Employer Recognition Awards.
- BTS was among the first agencies in the County to launch a webpage devoted entirely to the Base Realignment and Closure (BRAC), which still provides readable, timely information to Bethesda commuters.

## **B. TMD Commuting Profile**

- Alternative work schedules are increasing in popularity amongst downtown Bethesda employers. Commuting before 8:00 am has increased from 20% in 2009 to 24% in 2011, according to the Annual Commuter Survey.
- The numbers of employees teleworking and working compressed work schedules are still rising. The 2009 Annual Commuter Survey indicated that 8% of employees teleworked or kept a compressed work schedule. By 2011, that percentage had increased to 10%.

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

- Ridership at the Bethesda Metro station had declined slightly in FY2010, but was back into an upward trend by the end of FY2011.
- The Bethesda Circulator's ridership is continuing its upward trend. In FY2009, 273,641 riders had hopped on the Trolley. In FY2011, that number had risen to 279,550.
- Although transit ridership has been fluctuating in recent years, the overall transit picture remains strong, with more employees taking advantage of their company's benefits and incentive programs.

## **D. Emerging Trends and Next Steps**

- 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 and BTS assists them in complying with the Montgomery County law 32-02 requiring businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan (TMP) and Annual Reports with the County's Department of Transportation.
- Enrollment in Montgomery County's Super Fare Share program continued to grow in FY10. 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 and pre-tax transit payroll deductions.
- Since the FY08 discontinuation of Metrochecks, BTS has worked diligently with employers to keep them apprised of changes in the administration of transit benefits. This includes the promotion of all changes and workshops regarding those changes presented by WMATA or

Montgomery County, and individual assistance when necessary.

- 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.





## II. INTRODUCTION

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



The persistence of the economic recession that began in 2008, as well as the continued growth of the “green” movement, sometimes worked to the advantage of the TMD mission throughout FY10 and FY11. Employees interested in changing their commutes to save money and/or reduce their impact on the environment sought out the free information and assistance BTS is known for in the downtown. Companies also seemed more interested in growing their Health & Wellness benefits, and have looked to BTS for assistance in areas of bike commuting and other ways to help their employees be more healthy on their way to and from work.

Employers play a critical role in employees’ transportation choices, making employer-based marketing the most effective strategy for reducing congestion. 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 2.1**, next page), with 25 or more full or part-time employees to submit a Traffic Mitigation Plan (TMP) within 90 days of notification from the County’s Department of Transportation. The law also requires these companies to submit an Annual Report of their activities. 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 2009 through June 2011. 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 2.1  
Map of Bethesda Transportation Management District



Source: Montgomery County DOT

### III. TMD OPERATIONS, PROGRAMS and SERVICES

#### A. TMD Objectives

The primary goal of the Bethesda Transportation Management District (TMD) is to mitigate traffic congestion in the Central Business District (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.

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 contract 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 contract with MCDOT.

### *Advisory Committee*

Members of the Bethesda TMD Advisory Committee are appointed to three-year terms by the BUP Board of Directors and provide advice and recommendations to BTS staff, 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 FY10 and FY11.

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

	FY10	FY11
BCC Chamber of Commerce		
	Stephen Carboni, Brownstone Capital	<b>Stephen Carboni, Brownstone Capital - Chair</b>
	Clyde Garrett, Monument Bank	Clyde Garrett, Monument Bank
	Ann Salb, Chevy Chase Land Co.	Ann Salb, Chevy Chase Land Co.
Western Montgomery County Citizens Advisory Board		
	John Keppler, Resident Adjacent TMD	Philip Shar, Resident Within TMD
	Phil Shar, Resident Within TMD	Linda Moreno, Resident Adjacent to TMD
	Vacant	Chris Thomas, Resident Within TMD
	Vacant	Vacant
Large Employers (50 or more)		
	Russell Phillips, Reznik Group	Russell Phillips, Reznik Group
	<b>Lauren Lefkowitz, Calvert - Chair</b>	Lauren Lefkowitz, Calvert
Small Employers (less than 50)		
	Ben Schlesinger, Benjamin Schlesinger and Associates (BSA)	Ben Schlesinger, Benjamin Schlesinger and Associates (BSA)
	Charles Andrews, S.S. Papadopoulos & Associates	Charles Andrews, S.S. Papadopoulos & Associates
Non-Voting		
	Brandon Howard, BCC Services Center	Karen Thon, BCC Services Center
	Sgt. Roy Russell, Montgomery Co. PD	Sgt. Roy Russell, Montgomery Co. PD
	Dennis Coleman, NIH Rep	
	Sande Brecher, DOT Commuter Svcs	Sande Brecher, DOT Commuter Svcs
	Mark Kramer, Representing BUP	Mark Kramer, Representing BUP

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 Traffic Mitigation Plans and on Annual Reports submitted by employers.

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

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

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

- Recruiting and retaining employer/employee participation;
- Establishing partnerships with businesses and affinity organizations;
- Fostering relationships with companies in 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:

- **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 (MWCOG), the program provides four free taxi or rental car rides during personal emergencies or for unscheduled overtime for commuters who regularly ride transit, carpool/vanpool, 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 Bicycle Commuter Spirit Awards, which are distributed during the Bike to Work Day festivities.
- **Carpool Ridematching Services:** Using the regional Commuter Connections ridematching database, BTS staff helps match commuters looking for carpools that align with their route and daily schedule.
- **Preferred Parking:** Carpool or vanpool participants are eligible for discounted monthly parking permits at County-operated parking facilities.
- **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. Staff also processes voluntary TMPs and Annual Reports when submitted.
- **The Walk & Ride Challenge:** The Walk & Ride Challenge began in 2007, created by BTS to be an annual event focused on encouraging people to walk more and drive less, particularly as they travel to and from work.

- **Car Free Day:** Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOG. 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 illustrate what our roads could look like without traffic.

### *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 1,650 businesses in the Bethesda database, and each business has a designated TBC. 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 using 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 throughout the Downtown Bethesda TMD, 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 who live 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 FY10 and FY11, 574 follow-up calls were documented. Individuals are removed from the database if they are no longer employed in Bethesda or if they ask to be removed from the database for other reasons.

At the beginning of FY10, the rideshare database for Bethesda included 1,944 individuals, with 144 carpool participants. By the end of FY11, there were 1,074 individuals in the database, with 143



participants in carpools.

### *Super Fare Share - Through January 2010*

Financial incentives are one of the important factors in determining mode choice. The centerpiece of Montgomery County's commuter benefits program through January 2010 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. In FY07, 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 - FY10**

BTS had 99 companies enrolled in the program when it was discontinued in January 2010. See

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

**Appendix A** for a complete list of enrolled companies.

### *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**, for sample flyer).

Through the weekly CIDs, BTS provides employers and employees with information on Guaranteed Ride Home, the Maryland Commuter Tax Credit, rideshare matching, preferred parking, 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 coworkers to further spread the word about BTS.

In fiscal years 2010 and 2011, a total of 525 commuters filled out a form at the CID table will give them the opportunity to participate in the prize wheel and raffle and/or to request more information about transit or carpooling. The total number of commuters who visited the table to pick up brochures and ask questions of our staff, is estimated at closer to 1,551.

### *Newsletters*

The “Commuter Solutions Newsletter,” in electronic format since June 2009, transitioned from bimonthly release to a monthly schedule in July 2009, and continued to be well received and well read. BTS reaches over 2,500 recipients each month, with an average of 20% readership. The web-based software used allows staff to analyze data for each publication. See **Table 3.3** below for a detailed look at the stats from FY10 - FY11.

**Table 3.3**  
**Newsletter Response Report**

Commuter Solutions Newsletter - July 2009 - June 2011		
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 on companies, employees, transportation leaders and BTS Advisory Committee members. See **Appendix B** for examples of the BTS newsletter from FY10 - FY11.

### *Banners*

Street banners are displayed across Woodmont Avenue and Wisconsin Avenue promoting transportation events, including Walk and Ride. A banner is also displayed on Barnes and Noble’s balcony promoting Bike to Work Day, which is held just across the street from the store. In addition to these banners, BTS purchased a roll-up banner to take to CID’s and other events. The banner is eye catching and describes the information BTS provides. A photo of the roll-up banner can be found in **Appendix C**.

### *Other Advertising & Outreach*

BTS periodically took advantage of marketing opportunities through the Greater Bethesda-Chevy Chase (B-CC) Chamber of Commerce, including placing ads in their business directory (which can be found in **Appendix C**), setting up a booth at the B-CC Chamber Expo, and participating as a sponsor of their annual golf tournament. The golf tournament usually takes place in early May, which gives BTS a great opportunity to raise awareness about Bike to Work Day. Staff sets up a table and tent at one

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: **Wednesday, June 8**

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

Location: **4800 Hampden Lane  
Lobby Level**



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

<ul style="list-style-type: none"> <li>Carpooling</li> <li>Bike to Work</li> <li>Smart Benefits/SmarterTrip</li> <li>Guaranteed Ride Home Program</li> <li>Zipcar</li> </ul>	<ul style="list-style-type: none"> <li>Telework/Flextime</li> <li>Free Bethesda Circulator</li> <li>Metro rail</li> <li>Metrobus, Ride On &amp; Express Bus Routes</li> <li>Maryland Commuter Tax Credit</li> </ul>
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***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

of the tees, and puts the bicycle donated by Griffin Cycle on display to attract interest and encourage registration. BTS also offers up a new golf club as a raffle prize in order to collect email addresses for the distribution of the e-newsletter and other blast emails.

BTS also purchased a new tent for outdoor events. The red and white tent has the BTS website printed upon it, as well as the BTS and BUP logos. A photo of the new tent can be found in **Appendix C**.

In 2010, BTS placed an advertisement in Bethesda Magazine. The ad can be seen in **Appendix C**.

#### **D. TMD Events**

##### *Car Free Day*

Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOCG. The event takes place annually on September 22, with the purpose of getting as many people off the road as possible for one day, to illustrate what our roads could look like without traffic. The CarFreeMetroDC.com website allows commuters to take the pledge to go car-free or “car-lite” for the day. DC celebrated Car Free Day for the first time in 2007, and 1,000 commuters took the pledge. In 2008 it was expanded to a region-wide effort, and the pledges grew to 5,445 commuters. In 2010, regional pledges rose to 6,900.

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 the Super Fare Share program. The event drew 87 Bethesda employees, on 18 teams.

Since 2008, the Walk & Ride Challenge has been open to all businesses located within the TMD. Until 2010, companies were given a discount on registration if they took part in the Super Fare Share program. Once that program was suspended, BTS began offering registration discounts for participation in the Maryland Commuter Tax Credit.

During the Challenge, an iPod is raffled off each week, from the pool of walkers logging at least 50,000 steps per week. Other prizes are awarded weekly for participation in weekly “scavenger hunts,” as well as for those walking at least 25,000 steps each week. The Grand Prize goes to the Top Team with the highest average steps, and the Top Individual with the highest total steps. Feedback from the post-event surveys each year has been very positive.



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

2010's Walk & Ride Challenge featured a new prize opportunity with the introduction of the Three Day Challenge. To participate in the Three Day Challenge, one must normally drive alone and decide to find another way to work for three days during the final week of the Walk & Ride Challenge. The three days of not driving alone must be documented on a form and submitted to BTS on Monday the following week. Qualifying forms are then entered into a drawing, and the winner drawn randomly.

In 2010, BTS had 357 participants registered in the Walk & Ride Challenge competing on 70 teams.

#### *Telework Week*

In FY11, BTS promoted and participated in Telework Exchange's Telework Week, which was held February 14-18, 2011. BTS promoted the event, as well as the benefits of Telework in its January 2011 newsletter and published a follow up article in February 2011.

#### *Bike to Work Day*

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and MWCOG to promote the health, environmental and economic benefits of commuting by bike. The BTS sponsored Bethesda pit stop has grown steadily since the first event was held in 2001 and has consistently been one of the largest in the region in recent years. See **Table 3.4** for the progression of Bike to Work Day participation from 2001 – 2011.

**Table 3.4**  
**Bike to Work Day Registration**  
**2001 - 2011**

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
150	215	250	325	430	465	525	575	670	717	780

Bike to Work Day 2010

The Bethesda Pit Stop had 717 registered cyclists, and 484 of those were on site, a nearly 40% increase over 2009.

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

- Delegate Susan Lee
- Montgomery County Councilman Roger Berliner
- Jahantab Siddiqui of Senator Mikulski's office
- Karen McManus of Congressman Van Hollen's office
- Deputy Secretary Harold Bartlett, 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 Frick also helped present Bethesda's 6th Annual Bicycle Commuter Spirit Awards. 2010's Most Committed Bicycle Commuter Award went to Brian Barnes of CoStar Group, who has been biking competitively since moving to the DC area 12 years ago. He has been commuting by bicycle for the better part of 5 years and says that it's definitely a great way to start his day. His commute is about 30 minutes total, about the same amount of time it takes by car and he enjoys every minute of it! After work, he is on the road for more training miles. The award for the Longest Distance Commuted By Bike went to Christoph Mueller, of OPNET Technologies, for biking about 16 miles each way to and from his home in Montgomery County.

Bike to Work Day event partners and sponsors included: Calvert Group, Griffin Cycle, REI - College Park, City Bikes - Chevy Chase, American Diabetes Association, Bikes for the World, The Montgomery County Police Department, Zipcar, Equinox Fitness Clubs, Caribou Coffee, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, The Palisades of Bethesda, A&E Day Spa, Unity Woods Yoga Center, Hard Times Café, Ben & Jerry's, and Gifford's.

#### Bike to Work Day 2011

The Bethesda Pit Stop had 780 total registrations, and a record 515 participants checked in on-site.

Delegate Ariana Kelly served as the official Bike to Work Day emcee, and a DJ entertained the crowd between 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
- State Senator Brian Frosh
- Delegate Susan Lee
- Montgomery County Councilman Hans Riemer
- Alex Wong of Congressman Van Hollen's office

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, including passes for free showers at the Equinox Fitness Club's facility up the street from the event. Boxing demonstrations, chair massages and bike maintenance checks were among the offerings from our on-site sponsors. Montgomery County Police officers were also on site providing bicycle registrations.

Delegate Kelly and the BTS Advisory Committee Chair Stephen Carboni presented Bethesda's 7th Annual Bicycle Commuter Spirit Awards. 2011's Most Committed Bicycle Commuter award went to Cristofer Price, of Abt Associates, for biking from Arlington to Bethesda every day, rain or shine, for the past 14 years. He was also recognized for his advocacy for bike commuting within his company. The award for the Longest Distance Commuted By Bike went to Bruce Kraselsky, of Space Partnership International, for biking about 24.5 miles each way to and from his home in Oakton, Virginia.

Bike to Work Day event partners and sponsors included: Calvert, Griffin Cycle, REI - Rockville, City Bikes - Chevy Chase, The Montgomery County Police Department, L.A. Boxing, Equinox Fitness Clubs, Caribou Coffee, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, The Palisades of Bethesda, City Sports, Unity Woods Yoga Center, Hard Times Café, Annie's Bistro Francais and Drink More Water.

#### *BTS Participation in BUP Events*

**Taste of Bethesda:** In October 2009, BTS had a table at the Bethesda Urban Partnership's signature event, the Taste of Bethesda. Held each year in October, the Taste of Bethesda brings together downtown Bethesda's best restaurants into one great food tasting event. BTS staff set up a table and prize wheel and used the gathering of citizens from around the region to talk about transit, biking, walking, and carpooling. BTS is pleased to report that our prize wheel was able to compete with crab cakes and paella, and we had a steady stream of visitors for the entire day.

**Imagination Bethesda:** In 2010, BTS participated in the Bethesda Urban Partnership's annual street festival for children, Imagination Bethesda. At the event, BTS staff set up craft projects for the children, as well as our famous prize wheel. In addition, staff answered questions from many attendees about alternative commute modes and distributed transit and bike maps.

**Bethesda Literary Festival:** In 2010, BTS invited Franklin the Turtle to the Literary Festival to promote biking. Channel 9's Surae Chinn was also on hand to read *Franklin Rides a Bike* and *A Bus For Us*. The friendly turtle helped children understand the importance of safety while riding a bike and taking the bus. He also encouraged them to think of the bus or bike as a great way to commute when they get older. After story time with Surae & Franklin, 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.



### *Employer Recognition Events*

**Commuter Connections Employer Recognition Awards:** The Commuter Connections annual Employer Recognition Awards Ceremony recognizes employers who have voluntarily initiated programs that facilitate the use of commuting alternatives. Eligible employer programs included those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that made using alternative transportation modes easier and more attractive than driving alone. The employer award categories are Incentives, Marketing and Teleworking, and there are also awards for MWCOC partner jurisdictions for employer services achievements. In 2010, BTS was given the Organization Achievement Award for the Walk & Ride Challenge, and in both 2010 and 2011, a number of Bethesda employers were recognized (see **Table 3.5** below).

**Table 3.5**  
**Bethesda Companies Recognized at Employer Recognition Awards**

2010	2011
AOTA (Honorable Mention)	Calvert Group (Honorable Mention)
BF Saul (Honorable Mention)	Imagination Stage (Honorable Mention)
Calvert Group (Honorable Mention)	Project Hope (Honorable Mention)
ICF Macro (Honorable Mention)	Editorial Projects in Education (Honorable Mention)
Walker & Dunlop (Honorable Mention)	BF Saul (Winner)
Imagination Stage (Honorable Mention)	AOTA (Winner)

In 2011, BTS was proud to announce that two out of the three employer awards went to Bethesda based companies, described below.

#### **Incentives Winner - 2011**

The American Occupational Therapy Association (AOTA) is the national professional association for occupational therapy practitioners and students. Of their 65 employees, nearly two-thirds use alternative means of getting to and from work: 30 use transit; four carpool; and seven walk or bike. After Montgomery County's SuperFare Share program was suspended in 2009, AOTA continued to offer transit benefits to their employees. In addition, all full-time employees (after six months of employment) are eligible for telework or alternative work schedules such as flextime and compressed work weeks.

#### **Marketing Winner - 2011**

B.F. Saul Company is a privately owned real estate firm in Bethesda, operating in every phase of real estate investment and development. Of its 230 employees, 96 have found alternative ways to work. The company provides \$105 monthly subsidy and offers bike racks, showers and locker rooms for employees who walk or bike to work. Marketing efforts to promote commute alternatives begin with the interview process, and continue through hiring and orientation, which includes a PowerPoint presentation that outlines the available commuter benefits. B. F. Saul also gets the word out through their intranet, a monthly newsletter and company-wide emails. Commuter brochures and transit schedules are displayed on racks in the Human Resources Department, as well as on employee bulletin boards. Through their marketing efforts, B.F. Saul has seen the number of employees using alternative commute modes soar, from 17% of employees in 2005, to 41% in 2010.



## 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 127 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 with 250 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 FY11, many of the recommended improvements had been implemented, such as the installation of three countdown signals along Wisconsin Avenue in January 2011. A complete map of Bethesda's crosswalks is included as **Appendix H**.

## 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.

Since 2005, Montgomery County has used a survey focused on commuting patterns over the course of a week instead of just one day, which provides a clearer picture of commuting trends because many people vary their commute modes at least one day per week.

### *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 FY10 and FY11, including employees working from home or on a compressed work schedule.

**Table 4.1**  
**FY10 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	2,374	36.8%	1,696	34.5%
	Driver Modes	4,085	63.2%	3,215	65.5%
	Total	6,459	100.00%	4,911	100.00%

**Table 4.2**  
**FY11 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	1,487	35.5%	931	36.5%
	Driver Modes	2,703	64.5%	1,623	63.5%
	Total	4,190	100.00%	2,554	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 FY10 and FY11, the NADMS went up one to two percent when telework and compressed work schedules were taken into account.

**Table 4.3**  
**FY10 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	2,216	35.2%	1,486	31.6%
	Driver Modes	4,085	64.8%	3,215	68.4%
	Total	6,301	100.00%	4,701	100.00%

**Table 4.4**  
**FY11 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	1,347	33.3%	850	34.4%
	Driver Modes	2,703	66.7%	1,623	65.6%
	Total	4,050	100.00%	2,473	100.00%

### Peak Hour

We calculate the peak hour in order to observe changes in traffic patterns. 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 FY10 and FY11. In FY10, 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 FY07, but in FY11 the peak hour dropped back to 8:00am - 8:59am. 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**  
**FY10 Peak Hour NADMS**

Surveyed Time Frame (6:00am - 9:59am)			
		8:15am-9:14am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	1,668	36.7%
	Driver Modes	2,879	63.3%
	Total	4,547	100.00%

**Table 4.6**  
**FY11 Peak Hour NADMS**

Surveyed Time Frame (6:00am - 9:59am)			
		8:00am-8:59am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	982	33.7%
	Driver Modes	1,935	66.3%
	Total	2,917	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** below 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 55%, 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 -

2011 of 18%. 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 - 2011 Survey Participation of TMD Employers and Employees**

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2000
Employers Surveyed	<b>107</b>	<b>118</b>	126	98	94	120	111	119	226	97
Employers Responding	<b>58</b>	<b>72</b>	80	68	60	78	77	71	30	46
Employer Response Rate	<b>54%</b>	<b>61%</b>	63%	69%	65%	65%	69%	60%	8%	47%
Surveys Distributed	<b>11,518</b>	<b>11,663</b>	13,497	10,956	10,193	9,680	11,022	8,035	7,970	8,079
Surveys Returned	<b>1,428</b>	<b>2,413</b>	2,298	2,812	1,373	1,775	1,902	1,865	1,216	1,560
Employee Response Rate	<b>12%</b>	<b>21%</b>	17%	26%	14%	18%	17%	23%	15%	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 FY10, 10 companies exceeded an 80% response rate, and in FY11, two companies exceeded the 80% goal. 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**.

### Peak Period Mode Choice

**Table 4.8**  
**2010 Peak Period Mode Choice Results**

2010 Peak Period Modal Split 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	61%
	CP/VP driver	4%
	CP/VP rider	3%
	Bus	9%
	Train	20%
	Walked/Biked	4%
	Other	<1%

**Table 4.9**  
**2011 Peak Period Mode Choice Results**

2011 Peak Period Modal Split 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	63%
	CP/VP driver	4%
	CP/VP rider	2%
	Bus	5%
	Train	23%
	Walked/Biked	4%
	Other	<1%

As shown in **Tables 4.8 and 4.9** on the previous page, 39% of respondents did not drive alone to the CBD during the peak period of 7:00am - 8:59am in 2010, choosing to take transit, carpool/vanpool, walk, or bike instead. In 2011, 37% 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 2010, 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 2011, the peak hour was 8:00 am – 8:59 am, and during that time, 38% 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 2010 and 2011. Also see **Appendix E** for a complete breakdown of 2010 and 2011 Annual Survey results, including mode choice by 15-minute increments during the AM commuting period.

**Table 4.10  
2010 Peak Hour Mode Choice**

2010 Peak Hour Modal Split 8:15am-9:14am		
M - F Weekly Mode Split	Drove alone	60%
	CP/VP driver	4%
	CP/VP rider	2%
	Bus	8%
	Train	21%
	Walked/Biked	6%
	Other	0%

**Table 4.11  
2011 Peak Hour Mode Choice**

2011 Peak Hour Modal Split 8:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	63%
	CP/VP driver	4%
	CP/VP rider	2%
	Bus	5%
	Train	22%
	Walked/Biked	5%
	Other	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 2010 was calculated at 1.04, then back to 1.03 in 2010. 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	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
AAO	1.27	1.03	1.04	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 & 2010 Survey Results**

Commute Type	Stage 1 Sector Plan Objective	2010
Non-SOV (Service Area)		39%
AAO	1.27	1.04
NADMS - AM Peak (7:00 - 8:59 AM)	32%	35%

**Table 4.14**  
**Commute Patterns - Sector Plan Objective & 2011 Survey Results**

Commute Type	Stage 1 Sector Plan Objective	2011
Non-SOV (Service Area)		37%
AAO	1.27	1.03
NADMS - AM Peak (7:00 - 8:59 AM)	32%	33%

#### **D. Transit Usage and Pooling**

In 2010, 29% of survey respondents chose rail or bus service during the peak hour; in 2011 27% chose rail or bus. Carpooling is growing more slowly, at 6 percent in both 2010 and 2011, as compared to 4% in 2004.

#### **E. Other Modes: Biking & Walking**

Biking and pedestrian rates remained steady at between 5 and 6 percent in 2010 and 2011.

##### *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 Bethesda Trolley Trail connects downtown Bethesda with points North, such as North Bethesda and White Flint. The trails are also popular with recreational cyclists because it links with the C&O Canal Towpath and the Rock Creek Park Trail. In 2010, Montgomery County added a bike lanes on Battery Lane and Woodmont Avenue.

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 the Bethesda CBD 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.

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**

<b>Bike Facilities</b>
Bethesda Metro station – 48 bike racks and 44 bike lockers
91 bike racks located throughout downtown area
Metrobus & Ride On equipped with bike racks
Metrorail – Bikes allowed onboard during non-peak hours
<b>Bike Trails</b>
Capital Crescent Trail – Located just 4 blocks south of the Bethesda Metro station
Bethesda Trolley Trail - starts at Norfolk Ave in downtown Bethesda
<b>Community Outreach</b>
Bike to Work Day – Bethesda pit stop sponsored by BTS since 2001
Bike Spirit Awards – Bike commuters recognized annually during Bike to Work Day since 2004
<b>Marketing Materials</b>
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 side streets with major thoroughfares like Wisconsin Avenue, Old Georgetown Road and East-West Highway. The Bethesda Metro station, Capital Crescent Trail and bus stops are easily accessible by the sidewalk system.

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 Ave & Battery Ln
- Woodmont Ave & Hampden Ln
- Wisconsin & Montgomery Aves
- Woodmont & Cordell Aves
- Woodmont Ave & Elm St.
- Montgomery Ave & East Ln



- Woodmont & St. Elmo Aves
- Woodmont & Norfolk Aves
- Woodmont Ave & Edgemoor Ln
- Woodmont Ave & North Ln
- Woodmont & Montgomery Aves
- Old Georgetown Rd & Auburn Ave
- Woodmont & Bethesda Aves
- Norfolk & St. Elmo Aves
- Wisconsin Ave & Elm St
- Wisconsin & Bethesda Aves
- Wisconsin Ave & Old Georgetown Rd
- Old Georgetown & Arlington Rds
- Arlington Rd & Bethesda Ave
- Arlington Rd & Montgomery Ave
- Arlington Rd & Edgemoor Ln
- Arlington Rd & Moorland Ln
- East West Hwy & Waverly St

## 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 9% of respondents in 2010 and 10% in 2011. This is an increase over 2009, in which just 8% of respondents reported teleworking or were off due to a compressed work schedule.

BTS promotes events such as Telework Week through telework exchange and Montgomery County Commuter Services' Sustainable Commuting Workshop, which was held on June 10, 2010 in partnership with MWCOG.

## 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	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Montgomery	53%	51%	54%	54%	55%	55%	53%	55%	53%	56%	59%	52%
Prince George's	8%	8%	9%	8%	8%	8%	10%	10%	12%	11%	11%	12%
Howard	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%
Frederick	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	3%	4%
Other MD	4%	5%	4%	5%	5%	3%	6%	6%	4%	4%	4%	4%
District of Columbia	12%	13%	12%	12%	13%	13%	12%	11%	11%	10%	8%	11%
Virginia	16%	16%	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 long-term parking spaces, and exceeded the goals for transit ridership and intersection performance at critical points surrounding the TMD.

### A. Traffic Conditions

Traffic counts were historically conducted at 19 County-designated intersections and jurisdictional boundaries (cordon line) in and around the CBD, on a semi-annual basis from 1994 to 2009. Due to budget restraints, traffic counts were suspended in 2010 and 2011.

By the end of FY11, BTS staff was ramping up marketing to raise awareness of the federal government's Base Realignment and Closure plan (BRAC), which was expected to have a major impact on traffic in and around the CBD. As reported, 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 would be relocating from the Walter Reed Army Medical Center in Washington.

### B. Ridership Trends

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

#### *Metrorail and Metrobus Ridership*

Metrorail ridership steadily increased system wide from 1996 through 2009, when ridership peaked at 223 million trips. In FY10 and FY11, ridership lagged a bit, hovering around 217 million trips each year. The average weekday ridership has held steady in the range of 740,000 - 750,000 for the past few years. Ridership at the Bethesda Metro station declined slightly in FY2010 but was back into an upward trend by the end of FY11.



**Table 5.1**  
**Metrorail Ridership - Bethesda Station**  
**AM Peak & PM Peak - FY10 & FY11**

Year	Month	Exits – AM Peak (5:30AM – 9:30AM)	Entries – PM Peak (3:00PM – 7:00PM)
2009	July	2,845	3,587
2009	August	2,683	3,303
2009	September	2,830	3,514
2009	October	2,824	3,581
2009	November	2,789	3,467
2009	December	2,545	3,302
2010	January	2,828	3,579
2010	February	2,447	3,094
2010	March	2,859	3,589
2010	April	2,824	3,720
2010	May	2,817	3,575
2010	June	2,937	3,655
Average Total FY2010		33,238	41,966
2010	July	2,872	3,486
2010	August	2,636	3,262
2010	September	2,769	3,384
2010	October	2,762	3,448
2010	November	2,813	3,374
2010	December	2,646	3,293
2011	January	2,839	3,421
2011	February	2,998	3,523
2011	March	3,051	3,636
2011	April	3,035	3,684
2011	May	3,089	3,663
2011	June	3,218	3,884
Average Total FY2011		34,637	42,059

Source: Washington Metropolitan Area Transit Authority



**Table 5.2** shows the number of riders on the Metrobus lines serving the Bethesda Station, as reported by the Automated Passenger Counting (APC) system. The J2 and J3 lines serving Bethesda and Silver Spring are the most popular Metrobus lines serving Bethesda, with an average of 7,579 riders daily. The J4 Express Bus from College Park-Bethesda serve an average of 530 riders daily, while the J7 and J9 Montgomery Village -Bethesda Express Bus serves and average of 188 riders daily.

**Table 5.2**  
**Metrobus Boarding & Alighting**  
**Bethesda Metro station**  
**All Day Ridership**

Routes	Boardings	Alightings	TOTAL
J2, J3 Westbound Silver Spring to Bethesda	1,792	6,611	8,403
J2, J3 Eastbound Bethesda to Silver Spring	5,251	1,504	6,755
J4 Westbound College Park to Bethesda	0	639	639
J4 Eastbound Bethesda to College Park	420	0	420
J7, J9 Westbound Montgomery Village to Bethesda	0	306	306
J7, J9 Eastbound Bethesda to Montgomery Village	69	0	69
Totals	7,532	9,060	16,592

Source: Washington Metropolitan Area Transit Authority (WMATA)

### *Ride On*

Overall ridership on the routes serving Bethesda declined at various levels. On some routes, such as 30, the decline was barely noticeable. Other routes, such as Route 70 (the Germantown-Bethesda Express) saw steep declines for a variety of reasons. In June 2010, for example, fares were increased to \$3.85 (for cash paying customers) on Route 70. The remainder of these variations could be due to route and schedule changes implemented during the time period and other economic factors. **Table 5.3** shows boardings at Bethesda station from FY09 - FY11.

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

Ride On Route	FY2009	FY2010	FY2011
Route 29	864	823	736
Route 30	693	657	674
Route 32	260	249	232
Route 33	376	371	309
Route 34	2,870	2,716	2,751
Route 36	459	433	386
Route 47	1,774	1,732	1,663
Route 70	1,006	795	655
TOTAL	8,302	7,776	7,406

Source: Montgomery County Dept. of Transportation

### *Bethesda Circulator*

Ridership on the Bethesda Circulator has increased steadily since BUP took over management in September 2006 (see **Table 5.4**, next page). New hours of operation were announced starting on July 1, 2010. The change in hours was due to decreased ridership from 11pm – 12am on the weeknights and 12am – 2am on the weekends, as well as increased demand for Saturday daytime service. In June 2010, new Circulator vehicles were introduced. Reliable counters needed to be installed to facilitate the collection of ridership numbers, therefore, the number of riders in June 2011 is not available. The number of riders in June 2011 shown in the chart below is the average of the number of riders from June 2007 to June 2010.

**Table 5.4**  
**Bethesda Circulator – Ridership July 2009– June 2011**

FY2010		FY2011	
Month	Ridership Total	Month	Ridership Total
July 2009	23,317	July 2010	24,340
August	23,569	August	22,879
September	23,556	September	23,231
October	23,639	October	22,056
November	23,642	November	22,270
December	23,318	December	23,045
January	21,377	January	22,523
February	18,175	February	21,381
March	24,482	March	24,699
April	23,580	April	24,185
May	24,624	May	24,988
June 2010	23,808	June	23,953
<b>TOTAL</b>	<b>276,087</b>	<b>TOTAL</b>	<b>279,550</b>

### **C. Parking Supply and Usage**

As mentioned previously in this report, Bethesda's Transportation Management District is funded by a contract from Montgomery County's Department of Transportation. This contract 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 between 6,422 and 6,444 long and short-term public parking spaces (garages, lots and on-street) available in the Bethesda PLD in FY10. The range given is due to the shift of 51 long-term meters to short-term meters in Garage 57 and to the closure of the 21-space Lot 31A. Due to the variation of capacity in these two very busy facilities, it is not possible to give an average utilization percentage for FY10.

FY11 saw a return in stability for parking capacity. There were 6,443 long and short-term public parking spaces. Long-term parking was utilized an average of 76% in FY11. Short-term parking was utilized an average of 65% in FY11. Please see **Table 5.5** for a chart showing the full Public Parking Supply & Usage for FY10 & FY11.

As of the end of FY11, the public long-term parking rate was 65 cents per hour. A monthly permit could be purchased at the Cheltenham Parking Store for \$120.

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 FY11, 6,443 public spaces were available in accordance with AGP guidelines.

**Table 5.5**  
**Public Parking Supply and Usage - Garages and Lots**  
**FY10 - FY11**

Garage/Lot	FY2010				FY2011			
	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	62%	74%	63%	1,068	58%	76%	59%
35 - Woodmont	487	94%	67%	88%	487	95%	80%	92%
36 - Auburn/Del Ray	729	63%	18%	57%	729	59%	22%	54%
40 - St. Elmo	313	99%	75%	88%	313	100%	80%	91%
42 - Cheltenham	335	53%	4%	48%	335	53%	3%	47%
47 - Waverly	815	82%	71%	79%	815	79%	62%	76%
49 - Woodmont/Metropolitan	958	92%	49%	88%	958	85%	51%	82%
57 - Bethesda Ave./Elm St.	See narrative for this Garage's Supply and Usage				897	84%	75%	82%
10 - Walsh Street	94	100%	75%	86%	94	99%	88%	94%
24 - Willow/Leland	210	99%	70%	81%	210	96%	63%	79%
25 - Maple/Highland	124	52%	36%	48%	124	61%	37%	54%
28 - Cordell	18	n/a	94%	94%	18	n/a	93%	93%
31 - Bethesda Ave.	See narrative for this Lot's Supply and Usage				270	97%	92%	95%
39 - Del Ray	19	96%	n/a	96%	19	97%	n/a	97%
41 - Middleton	18	n/a	50%	50%	18	n/a	50%	50%
43 - Woodmont	37	n/a	69%	69%	37	n/a	76%	76%
44 - West Virginia	51	87%	17%	37%	51	84%	25%	42%
TOTAL	5,276*	See narrative			6,443	76%	65%	74%

\*Total does not include spaces located in Garage 57 - Bethesda Ave./Elm St. or Lot 31 - Bethesda Ave. due to the variation in the amount of spaces within these lots throughout FY2010.

Source: Montgomery County Dept. of Transportation

*Private Parking*

According to a study of Desman Associates prepared for the Montgomery County Government's DOT-Division of Parking Management, there were 20,590 private parking spaces in the Bethesda Parking Lot District. This is a net increase of 447 from the inventory reported in the FY08-09 Biennial Report. The progression of private parking spaces available since 2003 is shown in **Table 5.6**, below.

**Table 5.6**  
**Private Parking Inventory, FY03 - FY11**

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

## VI. CONCLUSIONS, TRENDS & RECOMMENDATIONS



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

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

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

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

### *Transit*

According to the Annual Commuter Survey, transit continues to be the most popular form of non-SOV commuting, specifically Metrorail. The percentage of peak period commuters choosing Metrorail is holding steady at around 21%. The percentages of commuters taking the bus fluctuate more from year to year, from a high of 9% in 2010 to 5% in 2011. Many factors can go into one's decision to discontinue taking the bus, however. For example, changes in fare structure or schedule changes can make a drastic difference, as we see in the ridership of Ride On Route 70.

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



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

### *Carpool/Vanpool*

Commuters in the Metropolitan Washington region have been among the nation's leading participants in carpools and vanpools. Benefiting from an extensive network of High Occupancy Vehicle (HOV) lanes in Maryland (along I-270 and US-50) and in Virginia (along the I-395 and I-66 corridors), many commuters into the Bethesda CBD save time and money by joining a carpool or vanpool.

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

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

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

### *Biking/Walking/Teleworking*

With the Capital Crescent Trail and Bethesda Trolley Trails conveniently serving Bethesda's CBD, biking and walking to work are increasingly becoming viable and realistic commute modes for many people. This, combined with improvements in bicycle and pedestrian infrastructure by both Montgomery County (bike lanes on Battery Lane and Woodmont Avenue) and State Highway (the addition of three countdown timers on Wisconsin Avenue), makes it easier for BTS staff to encourage biking and walking to work for residents living both within and near the CBD, which comprised about 12% of Annual Commuter Survey respondents in 2011.

As telework technology improves, more employees are able to work remotely and companies are making it possible for them to do so. As part of its outreach to employers, TMD staff promotes the adoption of formal telework policies. Several events have been held in recent years to promote telework as a viable option for any business, including Telework Week from Telework Exchange and the June 2010 Sustainable Commuting Workshop from Montgomery County Commuter Services. BTS heavily promoted both of these events and saw a 2% increase in the number of employees reporting that they teleworked according to the Annual Commuter Survey. Only 8% reported teleworking in 2009, and by 2011, that number had risen to 10%.

### *Traffic and Parking*

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

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

### *Conclusions & Recommendations*

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

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

27% of respondents to the 2011 Annual Commuter Survey indicated that they would be more likely to use transit if they received a monthly payment or reimbursement for transit costs. BTS sees this as an opportunity encourage employers to offer this benefit, as least on a pre-tax basis and work towards expanding into transit subsidies.

Also, in the 2011 Survey, 15% of respondents said that they would consider car/vanpooling if they were offered free parking for their car/vanpool. Promoting prime parking at a discount via the County’s Carpool Permit program is one way to respond to this need.

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.



## APPENDICES

Appendix A	Super Fare Share Companies.....	44 - 47
Appendix B	BTS Newsletters .....	48 - 58
Appendix C	Other Advertising .....	59
Appendix D	Traffic Mitigation Plans & Annual Reports.....	60 - 67
Appendix E	Annual Commuter Surveys - FY2010 & FY2011 .....	68 - 88
Appendix F	Bethesda Companies with Bicycle Amenities.....	89 - 91
Appendix G	Map: Bike Rack Locations in Downtown Bethesda .....	92
Appendix H	Map: Location of Countdown Pedestrian Signals .....	93
Appendix I	Glossary of Terms .....	94

**Appendix A**  
**Super Fare Share Companies FY10 – FY11**

	Total TMD Employees	Subsidy Participants	Enrollment Date
Abt Associates*	310	90	June 2003
Acacia	100	12	June 2003
Advanced Comm. & Trans. (ACT)*	7	1	April 2007
Aeras Global TB Vaccine*	30	4	January 2004
Allstate Insur./Vendt & White Agency	4	1	April 2007
Amer. Soc. Of Health-System Pharmacists	186	11	November 2005
American Gastroenterological Assoc.	69	15	May 2001
American Occupational Therapy Assoc.	90	50	March 2004
Arkin Youngentob	7	6	December 2001
BF Saul Co.	170	25	September 2004
Benjamin Schlesinger & Assoc.	5	2	August 2007
Bethesda Cares*	15	3	December 2002
Bethesda Urban Partnership	34	23	August 2004
Bethesda Physicians	4	1	October 2004
Bigdough	107	30	June 2003
Brothers Sew & Vac*	2	1	April 2007
Caldwell & Company	7	7	February 2006
Calvert	147	48	June 2003
Cambridge Information Group	80	32	June 2003
Cambridge Systemics	23	12	January 2002
Catapult Technology	70	26	June 2004
Chadwick Washington*	80	5	January 2002
Chevy Chase Bank*	1000	715	August 2001
Chevy Chase Acura	136	36	April 2008
Chevy Chase Cars	136	36	May 2001
Children in the Shoe	54	40	January 2002
Chindex International	14	4	March 2006
Cibernet Corporation*	15	4	June 2003
Clark Enterprises	40	18	June 2001
CoStar			June 2009

## Super Fare Share Companies FY10 – FY11

*Continued*

	Total TMD Employees	Subsidy Participants	Enrollment Date
Creative Parties*	23	2	September 2001
DCP Retirement Services	11	5	November 2002
EagleBank	60	20	January 2002
Eagle Design & Management*	100	17	January 2002
Encore Development Corp.*	15	2	January 2006
Esprit Rainbow Travel*	11	5	July 2005
Equals Three Communications*	63	10	December 2001
Family Academy of Bethesda	24	13	February 2005
Fancy Cakes by Leslie, Inc.	21	4	March 2009
Farrell & Associates*	2	1	July 2006
Fidelity & Trust*	120	22	March 2005
First Potomac Realty Trust	60	11	September 2007
Fixation Marketing	14	8	November 2007
Foster Associates, Inc.	26	13	October 2002
Gaylord Lamps & Shades	10	4	April 2007
GMAC Residential Funding	112	14	October 2002
Greenberg, Wexler & Eig	7	4	April 2005
Hanger Orthopaedic Group			January 2008
Harvey Property Management*	11	2	May 2003
Hileman & Associates*	7	1	January 2006
Home Advisors*	4	1	January 2003
Honest Tea	30	10	January 2008
Hotchalk	15	9	February 2008
HRG Consultants*	3	2	December 2001
Huguely Companies*	3	1	December 2001
Imagination Stage	40	8	May 2003
Int'l Municipal Lawyers Assoc.	8	8	June 2007
JD Katz	3	2	April 2008
JG Perpich*	5	2	August 2005
Kaulkin Ginsberg*	13	2	July 2005

## Super Fare Share Companies FY10 – FY11

*Continued*

	Total TMD Employees	Subsidy Participants	Enrollment Date
Kids Moving Company*	7	2	March 2005
KFH Group*	15	2	April 2007
Landmark Theatres*	30	25	February 2003
Leavy & Frank, LLC	10	8	April 2007
Lerch, Early & Brewer	84	18	October 2004
LexisNexis	250	65	November 2002
Linowes and Blocher, LLP	100	18	January 2004
Maple Life Financial	68	23	October 2007
Market Bridge Corp.*	85	15	June 2001
Media Cybernetics			June 2001
Microvest	15	14	March 2008
Modell & Gilbert	5	1	March 2009
National Childhood Cancer Found.	20	5	September 2008
National Energy & Gas Transmission*	233	55	July 2004
Omega Tax*	8	2	February 2003
<b>Opnet</b>			<b>January 2010</b>
PDA	28	13	May 2003
Project Hope	28	7	June 2001
Providence Commercial*	4	4	October 2003
PTFS*	67	16	March 2004
QED Group*	15	3	December 2001
QRC Division of Macro International	89	50	March 2001
Realty Management	15	3	August 2003
RCLCO	34	8	January 2009
RCM&D	12	3	July 2005
Realty Management*	15	3	August 2003
Ridberg, Sherbill & Aronson*	11	2	November 2004
Robert E. Ward & Associates	10	4	June 2007

## Super Fare Share Companies FY10 – FY11

*Continued*

	Total TMD Employees	Subsidy Participants	Enrollment Date
Sentech, Inc.	32	14	January 2007
South Beach Restaurant and Bar*	23	6	January 2003
STF Productions (America's Most Wanted)	80	15	July 2007
Teknimedia Corporation	6	1	August 2007
<b>Travel Place Bethesda</b>			<b>October 2009</b>
Trawick & Associates*	22	9	November 2005
UniDev	8	3	November 2008
University Research Co.	75	52	October 2003
Washington CORE	22	12	April 2004
Wedding Wire		13	May 2008
West & Feinberg	19	3	June 2009
Z Communications	8	4	May 2003
<b>TOTAL</b>	<b>5,303</b>	<b>1,959</b>	

\*Inactive in FY10 - FY11.

Highlighted companies are new Super Fare Share participants in FY10-FY11

**Appendix B**  
**A Selection of BTS Newsletters from FY10 - FY11**  
**June 2010 - Page 1**



### Notes from the Sustainable Commuting Workshop

The Sustainable Commuting Workshop, held last Thursday, June 10, gathered housing experts and officials from the State of Maryland and the Metropolitan Washington Council of Governments (MWCOCG), together with representatives from Montgomery County employers, to share and discuss resources available to implement and maintain competitive benefits programs that promote a healthy work/life balance.



The main topics discussed were telework and Live Near Your Work incentives, presented in two panel sessions. A key point made during the Live Near Your Work discussion was that even though housing costs go down the further you go out into the suburbs, transportation costs go up significantly and usually outweigh any savings on home prices. Employees end up frazzled and less productive after long commutes, and may be more likely to switch to a job closer to home.



As an employer, you may have the ability to assist your employees in purchasing homes closer to work. The investment in the work/life balance of your employees gets paid back to you in higher productivity and lower turnover in personnel. Find out more about Maryland's House Keys 4 Employees and Smart Keys 4 Employees on the [Maryland Mortgage Program website](#).



For employees not in a position to become homeowners, there was a representative from the [Southern Management Corporation](#), describing their own "Live Close to Work" program, which helps employers provide assistance to employees seeking rentals closer to work.

The second panel session discussed telework, and featured four representatives from Montgomery County employers that have robust telework programs. The point was made more than once during the session, that if you do not offer telework as a benefit, you may be at a significant disadvantage when it comes to employee retention. If you are interested in starting or expanding a telework program in your workplace, [BTS](#), [Montgomery County](#) and [MWCOCG's Commuter Connections](#) are all here to help.

Presentations made during the workshop are available for download on the [Montgomery County Commuter Services website](#).

### Metro Fare Increases to Take Effect June 27 & August 1, Pending Board Approval

On June 24, the Metro Board of Directors will meet to decide whether to give final approval to proposed fare hikes, which are estimated to generate \$108.7 million towards the budget shortfall of \$189 million, according to local news blog [DCist.com](#).

Immediately following the vote, assuming the proposed increases are approved, Metro will begin selling rail and bus passes at the new rates (passes would become valid on June 27). Also, Metro is making Transit Link Cards for MARC, VRE and MTA riders available for sale on Monday, June 21, for use in July. More information on where to purchase passes is available [here](#).

If the fare hikes pass, here's a snapshot of the new fare increases going into effect on June 27. Read the



## A Selection of BTS Newsletters from FY10 - FY11

### June 2010 - Page 2

complete list [on Metro's website](#).

#### For SmarTrip Users

- Base peak fare on Metrorail would be raised from \$1.75 to \$1.95
- Base off-peak fare on Metrorail would go from \$1.45 to \$1.60
- Metrobus fare would increase from \$1.35 to \$1.50
- Bus-to-bus free transfer period would be reduced from 3 hours to 2 hours

Customers using paper farecards would pay 25 cents more than the SmarTrip fare during both peak and off-peak times on Metrorail. Metrobus customers paying with cash would pay 20 cents more than SmarTrip users.

On August 1, the proposal would have Metro implement a peak-of-the-peak surcharge of 20 cents, added to all trips taken between 7:30 and 9:00am, and between 4:30 and 6:00pm on weekdays.

You can find out what your commute would cost by using Metro's [Trip Planner](#) and setting the date for June 27 or later. The Trip Planner does not yet reflect the peak-of-the-peak increase, proposed to go into effect August 1.



#### Walk & Ride Challenge 2010 - Registration opening soon!

It's about time to break out those walking shoes - registration opens next month for the annual Walk & Ride Challenge, and you won't want to miss out on the fun.

#### About the 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 employees based in downtown Bethesda

**When:** September 6 - 26, 2010

**What You Do:** With a pedometer we will provide you and your teammates, 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. Please note, the "Ride" in the Challenge title refers to riding public transit, not bicycles. This event does not track bicycle usage.

**Back by popular demand:** Weekends! This year, you will be able to track steps taken Monday through Sunday.

More details to follow - stay tuned!

#### Bike to Work Day 2010 - Photos on Flickr

You've heard by now [what a great success](#) Bike to Work Day was in Bethesda and the DC Metro region - now you can check out the photos and see for yourself! [Click here](#) to view photos from both 2009 and 2010 events, now posted on Flickr.



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## A Selection of BTS Newsletters from FY10 - FY11

September 2010 - Page 1



### Car Free Day is September 22 - Have You Taken The Pledge?

International Car Free Day is an event celebrated every September 22nd, in which people are encouraged to get around without cars (or limited use of cars), and instead ride a train, bus, bicycle, carpool, subway, vanpool, walk or telework.

In order to participate, all you need to do is fill out the [pledge form](#), then go car-free, or rely less on your car by going "car-lite," **this Wednesday, September 22**. Once you pledge, you're automatically entered for a chance to win great prizes - the grand prize this year is a brand new Apple iPad! Other prizes include a free bike, canvas bags, transit passes - and more! Visit [CarFreeMetroDC.com](#) for more details and to take the pledge.

Come by our table outside the Bethesda metro station Wednesday morning, between 6am - 9am, get yourself a Car Free Day button and enter to win some great prizes from BTS.

### Walk & Ride Challenge In Full Swing

As we kick off Week Three of the Challenge, over 350 people are sporting their pedometers and logging steps online. By the end of Week One, participants had already racked up a combined total of over 20 million steps!

Each week we provide a special opportunity to win a prize for more than just walking. For Week One, we asked participants who take an alternative mode to work (public transit, biking, carpooling, etc), to snap a photo of something along the way, and send it in to us. From the submissions we did a random drawing for a special prize - the Week One prize was a \$25 MSA gift card, awarded to Laura Burns, of Monument Bank. We received a ton of great photos, which we turned into a collage (see image on the right).

We also gave out prizes rewarding our walkers. From the pool of those walking at least 25,000, we randomly selected Erin Dubnansky, of AGA, who won a "grab bag" prize including a gift card to Barnes & Noble. We randomly selected Lourdes Webster, of B.F. Saul Company, from the pool of walkers logging at least 50,000 steps, for the spectacular prize of a brand new iPod nano! She will also receive a special package of free classes at FitnessWise. Congrats to all our Week 1 winners! Week 2 winners will be notified later this week.

Last week, participants were working on a scavenger hunt, finding clues and answers on our website for a chance to win another great prize. For the final week of the competition this week, we are putting a challenge to the solo drivers participating, and asking them to try out an alternative commute for three days. Those who step it up a notch and submit their 3-day challenge form will be entered to win a prize



## A Selection of BTS Newsletters from FY10 - FY11

### September 2010 - Page 2

package equal to the grand prize for the entire [Walk & Ride Challenge](#). The prize includes a \$100 Visa gift card, a \$50 SmarTrip card, and a \$25 gift card to RnJ Sports.



#### Commuter Spotlight: Carolina Bate, CBIZ MHM

Sometimes, it really is that simple. Carolina Bate lives and works in Bethesda, and carpools every day with her family - husband to work, child to daycare, before she lands at CBIZ MHM, an accounting firm at Bethesda Metro Center.

She and her husband moved here from San Francisco, where they have excellent carpool incentive programs, so "It was just natural for us and easy to do it here." They save a huge amount of money being a one-car family, without the additional insurance, gas, maintenance, etc. The [carpool parking permit](#) helps, too.

Since she lives in Bethesda, she has not needed the Metro to get to work, but she is an advocate for alternative modes of transportation in her office, and encourages her company to take advantage of incentives and programs that enable her co-workers to take transit or carpool. Many times when you think about carpooling, you think about riding with strangers. Carolina shows us that sometimes you can work with your family to find a better commute.

#### Ride On Bus Route Changes Go Into Effect

As of September 5, many Ride On route changes went into effect. Major routes serving Bethesda with updated schedules include: 29, 30, 32, 36, 47 and 70.

Please visit [Montgomery County's website](#) for the complete list of Ride On routes and schedules.



#### New Metro Fares and Peak-of-the-Peak Surcharges Fully Implemented

As many of you no doubt noticed, fare increases this summer were completed in stages, with the final stage being the morning "peak of the peak" rush hour surcharge, [which went into effect at the end of August](#).

We're curious: *have you felt the pinch?* Let us know how these fare increases may or may not have affected your commute - if you've changed your commute to avoid the rush hour fees, or if you've considered changing modes entirely, or maybe your employer provides SmartBenefits to cover your commuting costs so it hasn't affected you at all. Share your story with us in an email to Rachel at [rporter@bethesda.org](mailto:rporter@bethesda.org).

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## A Selection of BTS Newsletters from FY10 - FY11

December 2010 - Page 1



### Congress Extends Transit Benefit Cap through 2011

As part of the American Recovery and Reinvestment Act in February 2009, the maximum pre-tax transit benefit an employer could provide, went from \$120 per month to \$230 per month, which created parity with the amount allowed for parking expenses.

The parity established was set to expire at the end of 2010, but was extended for one year, through 2011, as part of the

tax bill recently passed. The law allows employees to reduce their commuting costs by up to 40%, while helping employers save 10% or more on payroll taxes. Employees use tax-free dollars (subject to monthly limits) to pay for their commuting expenses, while you can provide this benefit to your employees as a substitute for taxable salary, as a supplemental benefit, or as a combination of the two. And while you and your employees are saving money, the environment is being spared.

Transit benefits are an essential part of every Bethesda area employer's benefits package. Given our proximity to public transportation, and the tax savings enjoyed by the company and employees, we recommend all employers offer a transit benefit in at least the same amount, if not more than, the parking benefits offered.

**And don't forget about the [Maryland Commuter Tax Credit](#)!** File the paperwork by **December 31<sup>st</sup>** to receive the credit for all of 2010 – up to \$50 per employee per month, depending on benefits provided. You can download the required form [here](#), or [request the form and more information from the staff at BTS](#).

### Winter Weather & Holiday Schedules

With winter weather in full effect, we want to make sure you have the safest and most efficient routes to work. Here are a few reminders about area transit schedules for the upcoming holidays and inclement weather days:

- [Metrorail](#) will stay open from 7 a.m. to 3 a.m. on Christmas Eve (Friday, Dec. 24); Christmas Day (Saturday, Dec. 25); New Year's Eve (Friday, Dec. 31); and New Year's Day (Saturday, Jan. 1) with a Sunday schedule slated each day.
- Metrobus will operate on a Sunday schedule from Dec. 24 to 26, and Dec. 31 to Jan. 2, 2011, and a modified weekday schedule from Dec. 27 to 30.
- [RideOn](#) will operate on a Sunday schedule for Friday, December 24th and Friday, December 31st. For "snow, storms and other special circumstances," RideOn will utilize their "S" Service plan - [click here to view and save the PDF for future reference](#).



## A Selection of BTS Newsletters from FY10 - FY11

### December 2010 - Page 2



### Save the Date: February 14 - 18 is Teletwork Week 2011

Does your company have a telework program? Interested in starting one? Save the date for [Teletwork Week 2011](#), and keep an eye out for

programs and seminars coming up in the new year, to help you get started.

If you already telework or your company has a telework program, [pledge today](#) on behalf of yourself or your entire office to work from home during Teletwork Week 2011, and find out how much you're saving in money and pollutants!

Not sure if you qualify to work from home? Use Teletwork Exchange's [Online Eligibility Gizmo](#) to find out whether you or your employees could be eligible.

### Commuter Spotlight: Rachel Porter, Editor

*Since we like to spotlight real alternative commuters in Bethesda, we want you to know we have them in our ranks as well. Rachel Porter is this newsletter's editor, and also coordinates the Bethesda pit stop on Bike to Work Day, among other projects.*

Since [BTS](#), a division of the [Bethesda Urban Partnership](#) (BUP), is all about promoting options, Rachel likes to try out as many modes as possible. Most days, she takes a bus from her home in Arlington, to the Rosslyn Metro station, except one day per week, when she teleworks from her home office. In the spring and fall, she might walk the mile up to Clarendon Metro instead of taking the bus, or if she's feeling really ambitious, she might bike the 11 miles to work, via the Capital Crescent Trail (with the hill at Rosslyn and the slope of the trail, it's literally uphill both ways!). On very rare occasions she might drive to work, but on those days she usually arrives and leaves at off-peak times.



Until a few months ago, when she and her husband were basically given a car ("a hand-me-down from the in-laws"), Rachel lived car-free. Now she says they live "car-lite," using the car for errands and day trips, but never for the daily commute. She never had her own car, so when she moved to the DC area, she naturally planned her home and work choices around public transit, and signed up for [Zipcar](#) immediately. "[Zipcar] saved my life a few times," she says. "It was great for running errands occasionally, but absolutely essential for moving apartments."

When asked about time and money savings, Rachel says, oddly enough, her commute is almost exactly the same time no matter which mode she takes – except for telework of course – to drive, bike or take metro is usually right about an hour each way. "Well, the drive to Bethesda in the morning is only about 45 minutes, but it always takes well over an hour getting back to Arlington no matter what time I leave, so it evens out to about an hour both ways." Where she sees the most benefit in her alternative commute is in her wallet, since her employer provides a direct transit benefit via [SmartBenefits](#) to cover the entire cost of her commute. "By working from home one day per week, I'm actually saving BUP about \$425 per year since I no longer need transit benefits for those days." And thanks to the extension of the transit benefit maximum of \$230/month, BUP can continue to provide the \$140/month that Rachel needs, completely tax free.

*Want to be featured in our Commuter Spotlight? Know someone who should be? Please email Rachel at [rporter@bethesda.org](mailto:rporter@bethesda.org).*

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## A Selection of BTS Newsletters from FY10 - FY11

March 2011 - Page 1



### We Want YOU To Be Ready for BRAC

You may have heard that traffic is going to get worse this fall because of BRAC. But what is BRAC? The Base Realignment and Closure (BRAC) Commission works to "enhance efficiencies" for U.S. military bases and operations by closing and combining military facilities across the country. In November 2005, Congress approved and the President signed into law BRAC recommendations that called for these closures, and required them to be done by September 2011.

The main BRAC closure affecting our area is the Walter Reed Army Medical Center, which has been slated for closure in September 2011. At that time, its operations and patients will be relocated to and combined with the National Naval Medical Center, to form the Walter Reed National Military Medical Center. The bottom line in terms of the impact on traffic:

- The number of employees after the merge is expected to be about 10,500, up from the current 8,000.
- Annual visits to the Bethesda hospital are expected to double to about 1 million.

In other words, driving to work in downtown Bethesda could get a whole lot worse, if your route takes you anywhere near the medical center (and possibly even if it doesn't).

In addition to the expected increase in volume on the roads, there are a number of construction projects planned for this spring and summer that are likely to cause further snarling of traffic.

#### How can BTS help?

BTS staff has been working closely with the BRAC Implementation Committee (BIC), the Bethesda-Chevy Chase Chamber of Commerce, Montgomery County, and the State of Maryland so we may provide commuters with the most accurate and up-to-date information about construction and changes in traffic patterns.

Watch our website, join our Facebook page, or follow our Twitter feed for the most up-to-date information about BRAC-related construction and how it will affect your commute.

Also, BTS can help you find another, better way to work. Explore our extensive website to find information about transit, biking, teleworking, and more! If you don't have time, BTS will come to you. We hold Commuter Information Days in office buildings around the downtown, and will even come to your office at your request, for an in-depth presentation. Please see our Contact Us page if you'd like assistance with any of the above.

#### Gear Up! Bike To Work Day 2011 is Friday, May 20

We are Gearing Up for what we hope to be the biggest turnout yet for the Downtown Bethesda Pit Stop on this year's Bike to Work Day. We'll have DJ entertainment, state and local dignitaries, tons of raffle prizes and giveaways, bike maintenance checks, Montgomery County bicycle registration, and plenty of food and drink to fuel your commute. The grand prize in the raffle at our pit stop will be a brand new bike from Griffin Cycle! We will also be presenting our annual Bicycle Commuter Spirit



## A Selection of BTS Newsletters from FY10 - FY11

### March 2011 - Page 2

[Awards](#) (see article below for more information - we are now accepting nominations).

#### Bethesda Pit Stop Details

Date: Friday, May 20

Time: 6:30 - 8:30am

Location: at Reed Street (corner of Woodmont Ave & Bethesda Ave, along the Capital Crescent Trail)

Be one of the first 8,500 to [register for the event](#) and be guaranteed a FREE Bike to Work Day t-shirt! You must also register online to be entered into the regional prize raffle for a brand-new bike (separate from the Bethesda bike raffle) – and you'll also have the opportunity to enter your company to win a new bike rack to be installed outside your office! Visit [WABA.org](#) today to find your pit stop, register and spread the word to your friends and family.

#### About the Regional Event

Bike to Work Day is an annual event, coordinated regionally by [WABA](#) and [Commuter Connections](#), celebrating new and seasoned bicycle commuters. There are 50 "pit stops" around the region, all giving out raffle prizes, food, drink and more. BTS works closely with WABA and Commuter Connections to plan and host Bethesda's pit stop.



#### Bicycle Commuting Seminars from WABA

If your organization or company is interested in encouraging more bike commuting, the [Washington Area Bicyclist Association \(WABA\)](#) wants you to know about their Brown Bag Commuting Seminars.

From WABA:

The seminar is basically a short version of our popular Confident City Cycling Classes. Designed to be taught over the course of a lunch hour, the basics of safe bicycle commuting, vehicular cycling and route choice are covered. WABA literature such as our Safe Bicycling in the Washington Area, pocket DC Bike Law guides and area bike maps are available free and distributed at the seminars.

Here is the standard Bike Commuting Seminar package:

- Hour-long Bike Commuting Seminar includes safety video and slideshow presentation
- Free literature from WABA and partner organizations about events, safety and special offers
- \$10 off of a 1-year WABA membership for all attendees
- Free League of American Bicyclists Commuter Manual for all attendees
- Price: \$195

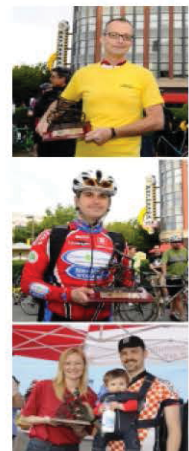
Please email [daniel@waba.org](mailto:daniel@waba.org) or call 202-518-0524 to arrange a seminar or with any questions.

#### Bike Spirit Awards - Nomination Deadline April 29th

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 20<sup>th</sup> 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. Another award will go to the cyclist with the "Longest Distance Commuted by Bicycle." All nominees must work in downtown Bethesda to be eligible.

You can nominate yourself or a co-worker. Entries can be submitted online ([click here for the form](#)), or you can [download this form](#) and return to BTS by April 29th. Nomination forms can also be downloaded from [our website](#). All entries must be submitted to Rachel Porter via email, fax or mail:



Bethesda Transportation Solutions, Attn: Rachel Porter

## A Selection of BTS Newsletters from FY10 - FY11

### March 2011 - Page 3

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Nomination Deadline is April 29th. Winners will be notified in mid-May. Previous winners not eligible.

Looking for some inspiration? Here are some quotes and testimonials by and about some of our past winners (pictured at right, respectively).

#### **Christoph Mueller - OPNET Technologies**

WINNER, Longest Distance Commuted by Bicycle , 2010

Distance by bike: 16 miles

Bikes year-round, since July 2009

From Christoph:

"Ever since I started working locally, I have biked to work every day, except in extreme weather. I missed one week of bike commuting in February, 2010; otherwise I rode every day, except about 6 work days. If its raining in the morning, I take the train (those were the six days missed). In the past 9 months, I worked in Arlington, downtown DC and now Bethesda. Even though I now live 2 miles from work, I still take the 'long route.'"

#### **Brian Barnes - CoStar Group**

WINNER, Most Committed Cyclist, 2010

Distance by bike: 6.41 miles

Bikes year-round, since 2006

Highlights from nominations:

"I saw him riding everyday and that inspired me to start to commute by bike on average of 4 days a week during the summer."

"I find his commitment to not owning a car and biking to work everyday regardless to weather admirable; furthermore, using his bike as his sole source of transportation is not only a healthy choice it is also a choice for a better environment."

#### **Jim Fulmer - Fidelis Security Systems**

WINNER, Most Committed Cyclist, 2009

Distance by bike: 7 miles

Bikes year-round, since 2005

From Jim, on health benefits from his bike commuting:

"There is the obvious physical benefits to bike commuting: staying fit, fending off heart disease, massive super-human lungs... but the most healthy benefit I have found is mental. No matter how bad my day at work is or how hectic home life gets I have 2 chances a day to put all of it aside and ride my bike. Riding my bike is one of the few things in life that is still just as much fun as an adult as it was when I was a child."

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## A Selection of BTS Newsletters from FY10 - FY11

June 2011 - Page 1

**Bethesda**  
Commuter Solutions



### Two Bethesda Companies Win Regional Recognition for Traffic Mitigation Efforts

The [Commuter Connections](#) Annual Employer Recognition Awards Ceremony, held June 28, 2011 at the National Press Club, recognized employers who have voluntarily initiated programs that facilitate the use of alternative commuting methods, such as transit, telework, carpooling and biking. The award categories were Incentives, Marketing and Teleworking. BTS is proud to report that two out of the three awards went to Bethesda based companies.



**top:** AOTA Executive Director Fred Somers (center), poses with Greenbelt Council Member Rodney Roberts and MDOT Deputy Secretary Darrell Mobley

**bottom:** B.F. Saul Co. Senior VP of Human Resources Ken Kovach (center) poses with Council Member Roberts and BUP's own Dave Dabney

#### Incentives Winner

The American Occupational Therapy Association (AOTA) is the national professional association for occupational therapy practitioners and students. Of their 65 employees, nearly two-thirds use alternative means of getting to and from work: 30 use transit; four carpool; and seven walk or bike. After Montgomery County's SuperFare Share program was suspended in 2009, AOTA continued to offer transit benefits to their employees. In addition, all full-time employees (after six months of employment) are eligible for telework or alternative work schedules such as flextime and compressed work weeks.

#### Marketing Winner

B.F. Saul Company is a privately owned real estate firm in Bethesda, operating in every phase of real estate investment and development. Of its 230 employees, 96 have found alternative ways to work. The

company provides \$105 monthly subsidy and offers bike racks, showers and locker rooms for employees who walk or bike to work. Marketing efforts to promote commute alternatives begin with the interview process, and continue through hiring and orientation, which includes a PowerPoint presentation that outlines the available commuter benefits. B. F. Saul also gets the word out through their intranet, a monthly newsletter and company-wide emails. Commuter brochures and transit schedules are displayed on racks in the Human Resources Department, as well as on employee bulletin boards. Through their marketing efforts, B.F. Saul has seen the number of employees using alternative commute modes soar, from 17% of employees in 2005, to 41% in 2010.

### Cycle Maryland Survey

Do you bike to/in/around Bethesda, or other parts of Maryland? We encourage everyone to try biking to work, but even if you just bike for fun, fitness or short errand trips, Maryland wants to hear from you. Take a quick moment to [fill out this survey](#) and help design Maryland's new biking guides.



## A Selection of BTS Newsletters from FY10 - FY11

June 2011 - Page 2



### Metro Forward: A Better Ride For You

Metro recently rolled out a new educational campaign called [Metro Forward](#), geared toward providing ongoing, timely information about any necessary changes to Metro transit services as the improvements are carried out.

According to the Metro Forward site, here are some improvements you can look forward to:

- Acquisition of **428 new 7000 Series rail cars** that are safer, roomier, with more amenities.
- Replacement of **60 miles of rail**, to improve Metrorail reliability and on-time performance and provide a smoother ride.
- Purchase of **100 new buses a year** for the next six years, with improved amenities and safety and security equipment. **Improved maintenance** will also help maintain the average vehicle age at 7.5 years, meaning fewer breakdowns. **Newer technology** will make Next Bus predictions more accurate.
- **Overhauls of 144 escalators and complete replacement of nine others**, at 25 different stations. Escalator overhauls make escalators more reliable and speed travel through stations.
- **Upgrades to rail stations**, including better public address systems and enhanced security through cameras at station entrances.

Follow Metro Forward on [Twitter](#) or [Facebook](#) to stay informed about improvements and upgrades to the system.

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### Parking Rates in Bethesda to Increase July 1

The County Council for Montgomery County has approved a parking rate increase in Bethesda effective July 1, 2011.

Long term parking rates (more than 4 hours) will increase from 65¢ to 75¢ per hour.

Parking convenience stickers (PCS) will increase from \$120 to \$140 per month.

Short term parking rates and the hours requiring payment will stay the same. [Carpool parking](#) permits will also remain at their current levels.

For more information, [click here](#).

Now for the good news: these increases don't have to effect you! Check out our information on commuting via [Metrobus](#), [Ride On](#), [Metrorail](#), or [MARC](#). You can also find resources to assist you in planning your [bike commute](#).

If you would like personalized commute assistance, [contact us](#) for customized routing information!

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*Bethesda*  
Commute Solutions

## Appendix C

### Other Advertising and Outreach Efforts



Walk and Ride 2010 Three Day Challenge Winner Jennifer Dansie with BTS' new roll up banner.

BTS Advertisement in the B-CC Chamber of Commerce Directory.



Commuters with the new BTS tent at Car Free Day.

	<b>Bethesda Transportation Solutions</b> www.bethesdatransit.org	
<b>Commuter Services</b> Customized Transit Routing Carpool Connections Metrobus/RideOn Bethesda Circulator Metrorail/MARC/VRE Biking & Trail Information	<b>Special Events</b> Walk & Ride Challenge Car Free Day Bike to Work Day - Bethesda Pit Stop	<b>Employer Services</b> Commuter Information Days Traffic Mitigation Plans Employer Tax Incentives Implementing Telework Programs
		Friday May 21, 2010 Join us at the Bethesda Pit Stop at Reed Street 6 - 8:30 am. Register at www.waba.org.
Your FREE resource for better commuting options to downtown Bethesda. Let us help you and your employees enjoy a less stressful trip to work.		

Find Your Route to a Better Commute! • www.bethesdatransit.org

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

**Commuter Services**

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

**Employer Services**

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

**Special Events**

- Bike to Work Day — Bethesda Pit Stop
- Walk & Ride Challenge

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

BTS Advertisement in Bethesda Magazine.

## 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 <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> to be published on your company's intranet site.  Suggested employer description: We will post information that we have received from BTS, including the BTS brochures explaining commuting options.
3.	Facilitate TMD staff presentations to employees and HR/Administrative staff on commute information/alternatives on periodic basis	Bethesda Transportation Solutions will come to your business to present employees with information on their commuting options. We also host <b>Commuter Information Days</b> 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.	<b>Guaranteed Ride Home Promotion</b> (free regional program offering emergency rides)	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml">http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml</a> .  Suggested employer description: We will provide information about the Guaranteed Ride Home program to our employees.
5.	Annual Commuter Survey distributed to employees (short survey of transportation– supplied by TMD)	The Annual Commuter Survey is conducted by the County and seeks to learn more about the commuting habits of area employees. Businesses with 25 or more employees are randomly selected to participate.  Suggested employer description: If selected to participate in the Survey, we will distribute survey to our employees via e-mail and will also send an e-mail reminder.

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

## Traffic Mitigation Plans & Annual Reports – Examples

### Traffic Mitigation Plan - Page 2

### SAMPLE TRAFFIC MITIGATION PLAN WORKSHEET

	<b><u>Traffic Mitigation Strategy</u></b>	<b><u>Employer Description</u></b>
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 <a href="http://www.bethesdatransit.org/transit-F-transit.shtml">http://www.bethesdatransit.org/transit-F-transit.shtml</a> .  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 <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> .  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 <b>ZipCar</b> . Many businesses have company memberships to <b>ZipCar</b> . Please note that this element is not  Suggested employer description: We will look into the feasibility of acquiring a company <b>ZipCar</b> 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 <b>ZipCar</b> . Many businesses have company memberships to <b>ZipCar</b> . Please note that this element is not  Suggested employer description: We will look into the feasibility of acquiring a company <b>ZipCar</b> 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 <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> .  Suggested employer description: Bethesda has many public bike racks for commuters.
16.	Transit/pedestrian amenities at worksite (e.g. sidewalks, benches, etc.)	Describe the amenities near your building. Is there a bus stop? Benches? A <b>Bethesda Circulator</b> 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 <b>free car pool matching</b> .  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 <b>Super Fare Share</b> , and <b>SmartBenefits</b> .	Does your company participate in the County's <b>Super Fare Share</b> 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.	<b>Maryland State Commuter Tax Credit</b> 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.	<b>Ozone Action Days</b> 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

### Annual Report - Page 1

#### 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 <a href="http://www.bethesdatransit.org">www.bethesdatransit.org</a> to be published on your company's intranet site.  Suggested employer description: We have posted information that we have received from BTS, including the BTS brochures explaining commuting options.
3.	Facilitate TMD staff presentations to employees and HR/Administrative staff on commute information/alternatives on periodic basis	Bethesda Transportation Solutions will come to your business to present employees with information on their commuting options. We also host <a href="#">Commuter Information Days</a> in various office buildings in downtown Bethesda.  Suggested employer description: BTS hosted Commuter Info Events in our building on (date). We will continue to notify employees when BTS hosts future Commuter Info Events in our building. We understand that our TMD rep. will send us a flyer a week before the Commuter Info Event. We will post that flyer and encourage employees to attend.
4.	<a href="#">Guaranteed Ride Home Promotion</a> (free regional program offering emergency rides)	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml">http://www.bethesdatransit.org/commuters-guaranteed-ride%20home.shtml</a> .  Suggested employer description: We will 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 ( <a href="#">transportation services for people with disabilities</a> )	Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as <a href="http://www.bethesdatransit.org/transit-F-transit.shtml">http://www.bethesdatransit.org/transit-F-transit.shtml</a> .  Suggested employer description: We will continue to provide disabled employees with information on the regional Metro Access program and Montgomery County's Same Day Access program.
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8.	Compile information on yearly TMP activities and submit Annual Report	Each spring, you will receive an e-mail prompting you to submit your Annual Report of TMP Activities using the County's on-line description. Bethesda Transportation Solutions will work with you to put together your Annual Report.  Suggested employer description: The company maintains a file on all of our TMP activities and will continue to submit an Annual Report.
9.	Attendance at free CSS-sponsored meetings/workshops permitted for designated contact person	Bethesda Transportation Solutions publicizes many such events each year.  Suggested employer description: (Contact) will be permitted to attend ____ such meeting(s) per year.
10.	Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations)	Bethesda Transportation Solutions will provide you with any information you would like to provide to new employees about taking transit to work.  Suggested employer description: We inform new employees of our transit subsidy program and provide Metro pocket guide and Ride On route maps to assist them in transit planning.
11.	Free or reduced rate parking for car/vanpools offered to employees	If your building has a private parking garage, check to see if it provides this service.
12.	Preferred location and/or reserved parking for car/vanpools offered to employees	Montgomery County garages in Bethesda offer reserved parking for car/vanpools. Bethesda Transportation Solutions can provide brochures about this program.  Suggested employer description: We will post the BTS brochure which explains the County's carpool program.
13.	Provision of car sharing space in highly visible location within on-site parking facility.	Car sharing entails the use of a service such as <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> .  Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.

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## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 3

#### 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 <a href="#">ZipCar</a> . Many businesses have company memberships to <a href="#">ZipCar</a> . Suggested employer description: We will look into the feasibility of acquiring a company <a href="#">ZipCar</a> membership.
15.	Bike amenities at worksite, such as racks, lockers, and showers (TMD may be able to supply)	Find the bike rack closest to your location <a href="#">here</a> . Suggested employer description: Bethesda has many public bike racks for commuters.
16.	Transit/pedestrian amenities at worksite (e.g. sidewalks, benches, etc.)	Describe the amenities near your building. Is there a bus stop? Benches? A <a href="#">Bethesda Circulator</a> stop? Suggested employer description: Sidewalks are located just outside our building.
17.	<a href="#">Carpool matching</a> for employees (as part of free region-wide matching program, or can be on-site only)	Bethesda Transportation Solutions provides this service! Have employees contact us for <a href="#">free car pool matching</a> . Suggested employer description: We will continue to provide information to our employees explaining this program.
18.	Alternative work schedules: ___ Flex Time      ___ Jobsharing ___ Compressed Work Week      ___ <a href="#">Telecommute</a> / <a href="#">Teleworking</a>	If your company offers any of these programs, please provide a description of the program, as well as an estimate of how many employees take advantage of them.
19.	Tax-free monthly transit subsidies provided to employees, including <a href="#">Super Fare Share</a> , and <a href="#">SmartBenefits</a> .	Does your company participate in the County's <a href="#">Super Fare Share</a> 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.	<a href="#">Maryland State Commuter Tax Credit</a> for employers	Did you know that companies that provide transit subsidies to their employees qualify for the State's 50 percent tax credit on their contributions to employees' commuting costs?
21.	Pre-tax payroll deduction for transit costs offered to employees (saves employer & employee money)	
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Complete your TMP on-line at <http://www2.montgomerycountymd.gov/trafficmitigationpublic/>

## Traffic Mitigation Plans & Annual Reports – Examples

### Annual Report - Page 4

#### TRAFFIC MITIGATION PLAN ANNUAL REPORT WORKSHEET

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

## Appendix E - Annual Commuter Surveys

### 2010 Annual Commuter Survey - Page 1



7700 Old Georgetown Road  
Bethesda, MD 20814  
(301) 656-0868  
www.bethesdatransit.org

#### 2010 ANNUAL COMMUTER SURVEY

Bethesda Transportation Solutions, in partnership with Montgomery County, and with help from your employer, is conducting this survey to find ways to improve transportation services in the County. Your participation is valuable and you will help your employer maintain its compliance with county law. Your answers will remain confidential. Please return this survey in the enclosed postage paid reply envelope or visit us online at [www.bethesdatransit.org](http://www.bethesdatransit.org) to take the survey online. You will be eligible for a weekly prize drawing if you take the survey online and give us your name.

**Please return this survey by May 31, 2010.**

1. <b>EMPLOYER (Company/Organization)</b>	<b>OFFICE ZIP CODE</b>	<b>TODAY'S DATE</b>																																																																
2. On the most recent day you worked <u>at your regular work location</u> , what time did you arrive at work and what time did you leave? Arrived _____ AM PM ( <i>circle one</i> )      Left _____ AM PM ( <i>circle one</i> )																																																																		
3. Last week, how did you get <b>TO</b> work each day? For each day you <u>worked at your regular work location</u> , check the box in <b>Section A, "How I traveled to work"</b> for the type of transportation you used that day. If you used more than one type on any day, e.g., you walked to a bus stop then rode the bus, check <b>ONLY</b> the box for the type you used for the <u>longest distance</u> part of your trip. For each day you <u>did not work</u> or <u>did not work at this location</u> , check one box in <b>Section B, "Why I was not at my regular work location."</b> For any day you are not scheduled to work (e.g., Sunday), check "Regular day off."																																																																		
<b>Section A</b> How I traveled TO work		<b>Days worked at regular work location last week</b>																																																																
		<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <th style="width: 10%;"></th> <th style="width: 10%;">Mon</th> <th style="width: 10%;">Tues</th> <th style="width: 10%;">Wed</th> <th style="width: 10%;">Thurs</th> <th style="width: 10%;">Fri</th> <th style="width: 10%;">Sat</th> <th style="width: 10%;">Sun</th> </tr> <tr> <td>Drove alone in a car, truck, or SUV</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Drove myself and others (carpool or vanpool driver)</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Rode with others (carpool or vanpool rider)</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Took Metrobus, Ride-On, or other bus</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Took Metrorail, MARC, Amtrak, or VRE train</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Walked or bicycled (entire trip from home to work)</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>Other _____</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>		Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Drove alone in a car, truck, or SUV								Drove myself and others (carpool or vanpool driver)								Rode with others (carpool or vanpool rider)								Took Metrobus, Ride-On, or other bus								Took Metrorail, MARC, Amtrak, or VRE train								Walked or bicycled (entire trip from home to work)								Other _____							
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4. If you <u>carpooled or vanpooled</u> last week, how many people, including yourself, were usually in the vehicle? <input type="checkbox"/> I did not carpool or vanpool last week      _____ total number of people in the vehicle																																																																		
5. Thinking back to <u>one year ago</u> , how did you <b>USUALLY</b> get to work? ( <i>If you used more than one type of transportation then, check the one you used most often.</i> ) <input type="checkbox"/> drive alone <input type="checkbox"/> carpool <input type="checkbox"/> vanpool <input type="checkbox"/> bus <input type="checkbox"/> train <input type="checkbox"/> bicycle/walk Did you work at your <u>current work location</u> one year ago? <input type="checkbox"/> yes <input type="checkbox"/> no																																																																		
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 <u>longest time</u> it took you to travel from home to work?      _____ minutes What is your home zip code? _____																																																																		
7. On days that you drive to work, even if you only drive occasionally, where do you park? <input type="checkbox"/> I never drive to work ( <i>skip to Q8</i> ) I park: <input type="checkbox"/> in a lot/garage at my work location <input type="checkbox"/> in a public lot/garage off-site <input type="checkbox"/> on the street <input type="checkbox"/> other _____																																																																		
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">7a. How much do you pay to park at this location? <input type="checkbox"/> No charge, I park for free \$ _____ per: day / month (<i>circle one</i>)</td> </tr> </table>	7a. How much do you pay to park at this location? <input type="checkbox"/> No charge, I park for free \$ _____ per: day / month ( <i>circle one</i> )																																																															
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8. Does your employer <b>OFFER</b> free or discounted transit passes (e.g., SmartBenefits) or offer to pay or reimburse part of your commute expenses, <u>other than</u> for parking? <input type="checkbox"/> No ( <i>skip to Q9</i> ) <input type="checkbox"/> Don't know ( <i>skip to Q9</i> ) <input type="checkbox"/> Yes ( <i>please answer question 8a</i> ) 8a. Do <u>you personally</u> receive a transit benefit or other reimbursement or payment for commute expenses? <input type="checkbox"/> No ( <i>skip to Q9</i> ) <input type="checkbox"/> Yes →																																																																		
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">8b. How much do you receive each month? <input type="checkbox"/> \$1-30    <input type="checkbox"/> \$31-60    <input type="checkbox"/> \$61-99    <input type="checkbox"/> \$100+</td> </tr> </table>	8b. How much do you receive each month? <input type="checkbox"/> \$1-30 <input type="checkbox"/> \$31-60 <input type="checkbox"/> \$61-99 <input type="checkbox"/> \$100+																																																															
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<b>PLEASE TURN OVER AND COMPLETE QUESTION 9 ON THE OTHER SIDE OF THIS SHEET</b>																																																																		

## 2010 Annual Commuter Survey - Page 2

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 <u>carpool or vanpool</u>				
Free parking for <u>carpools and vanpools</u>				
\$100 monthly subsidy for <u>vanpools</u>				
Pre-tax payroll deduction of your <u>vanpool or transit costs</u> (to Federal maximum of \$230/month)				
\$100 monthly subsidy for <u>transit</u> (to Federal maximum of \$230/month)				
Route/schedule information for <u>transit</u>				
Ride in case of emergency for <u>carpool, vanpool, transit</u>				
Secure locker or other storage for <u>bicycle</u>				
\$20 monthly subsidy for <u>bicycling to work</u> (Cannot be combined with other commuting benefits)				

**THANK YOU FOR COMPLETING THE SURVEY!**

**OPTIONAL:** Complete the section below if you would like to receive **free** information on carpooling, vanpooling, transit, the Guaranteed Ride Home program (GRH) or other alternatives to driving alone. **PLEASE NOTE** – If you are requesting a carpool or vanpool matchlist in the section below, the following information is required: Addresses (both work & home), Phone Numbers, Work Start and Stop Times, Pool Rider / Driver Preferences and Pickup Locations. Incomplete forms may result in a delay processing your request.

**Bonus:** You and your Transit Benefits Coordinator could **BOTH** win a **\$250 Visa Gift Card**. In order to be entered into the drawing, you must provide your name and contact information below.

Name \_\_\_\_\_

Home Address \_\_\_\_\_  
 Number/Street \_\_\_\_\_ Apt. # \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ County \_\_\_\_\_

Name of Employer/Agency \_\_\_\_\_

Work Address \_\_\_\_\_  
 Number/Street \_\_\_\_\_ Suite # \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ County \_\_\_\_\_

Work Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

I start work at \_\_\_\_\_ a.m. I can arrive \_\_\_\_\_ minutes **before** and \_\_\_\_\_ minutes **after** my normal time.  
 I stop work at \_\_\_\_\_ p.m. I can leave \_\_\_\_\_ minutes **before** and \_\_\_\_\_ minutes **after** my normal time.

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

Commuter Rail: MARC/VRE     Metrorail     Metrochek     MD Transit     Guaranteed Ride Program  
 Metrobus     Bicycling     Park & Ride lots     Local/commuter bus     Other \_\_\_\_\_

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

**Carpool:**     Driver     Rider     Alternate Driver     Neither  
**Vanpool:**     Driver     Rider     Alternate Driver     Neither

For a carpool/vanpool, please specify pickup location(s): \_\_\_\_\_

List the closest landmark to your home (i.e., mall, shopping center, school): \_\_\_\_\_

Please provide your email address if you would like to receive our e-newsletter and other informational emails related to commuting to Bethesda:

PLEASE RETURN THIS SURVEY BY **MAY 31, 2010**.



## 2010 Annual Commuter Survey Results

### Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	1%
6:00am hour:	5%
7:00am hour:	17%
8:00am hour:	40%
9:00am hour:	27%
10:00am or later:	11%

Work Departure Time	
Before 3:00pm:	2%
3:00pm hour:	4%
4:00pm hour:	15%
5:00pm hour:	38%
6:00pm hour:	25%
7:00pm or later:	14%

Peak Period Commuting (7:00am - 8:59am)	
Peak Period Commuter	57%
Off Peak Period Commuter	44%

### Question 3. Weekly Modal Split

2010 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	77 %	6 %	18 %	0 %	0 %	100 %
6:15 - 6:29	70 %	0 %	30 %	0 %	0 %	100 %
6:30 - 6:44	64 %	6 %	31 %	0 %	0 %	100 %
6:45 - 6:59	65 %	6 %	23 %	5 %	0 %	100 %
7:00 - 7:14	69 %	7 %	23 %	2 %	0 %	100 %
7:15 - 7:29	62 %	11 %	24 %	4 %	0 %	100 %
7:30 - 7:44	59 %	10 %	28 %	4 %	0 %	100 %
7:45 - 7:59	68 %	5 %	26 %	1 %	0 %	100 %
8:00 - 8:14	63 %	5 %	28 %	4 %	0 %	100 %
8:15 - 8:29	56 %	5 %	34 %	6 %	0 %	100 %
8:30 - 8:44	58 %	5 %	31 %	5 %	0 %	100 %
8:45 - 8:59	62 %	6 %	28 %	5 %	0 %	100 %
9:00 - 9:14	61 %	6 %	26 %	7 %	0 %	100 %
9:15 - 9:29	59 %	8 %	28 %	5 %	0 %	100 %
9:30 - 9:44	67 %	4 %	27 %	1 %	0 %	100 %
9:45 - 9:59	62 %	8 %	27 %	3 %	0 %	100 %
AVERAGE	64 %	6 %	27 %	3 %	0 %	100 %

## 2010 Annual Commuter Survey Results

### Question 3. - Continued

#### Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	59%
CP/VP driver	4%
CP/VP rider	2%
Bus	9%
Train	17%
Walked /bicycled	4%
Other	3%

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

Commute Mode	Mode Share
Drove alone	60%
CP/VP driver	4%
CP/VP rider	2%
Bus	8%
Train	21%
Walked /bicycled	6%
Other	0%

### Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# Of people in CP or VP in past week	191	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	63%
	Carpool/Vanpool	4%
	Bus	6%
	Train	19%
	Bike/Walk	6%

		Percent
Q5a. Did you work at your current location one year ago?	Yes	73%
	No	19%

## 2010 Annual Commuter Survey Results

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

	Mean	Median	Range
Q6a. Travel Distance (in miles)	17	13	150
Q6b. Travel Time (in minutes)	44	40	250
Q6c. Longest Travel Time (in minutes)	60	55	1,010

### Q6d. Home County & State Analysis

	Percent
Montgomery County	51%
District of Columbia	13%
Virginia	16%
Other Maryland	20%

### 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	54%
	In a public lot/garage off-site	28%
	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	28%
	I pay to park	56%
	Average Parking Charge per Month	\$130.26



## 2010 Annual Commuter Survey Results

### 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	51%
	No	31%
	Don't Know	16%

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	53%
	No	47%

If YES to Q8a:

		Percent
Q8b. How much do you receive each month?	Refused/No Answer	10%
	\$1 - \$30	6%
	\$31 - \$60	27%
	\$61 - \$99	19%
	\$100+	38%

### 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%	15%	63%	2%	14%
Free Parking for carpool or vanpool	15%	14%	56%	1%	14%
\$100 monthly subsidy for vanpools	12%	16%	57%	<1%	15%
\$100 monthly subsidy for transit	30%	13%	37%	10%	10%
Route/Schedule information for transit	9%	12%	55%	7%	16%
Ride in case of emergency for carpool, vanpool, or transit	15%	17%	51%	2%	14%
Secure locker or other storage for bicycle	9%	7%	69%	1%	15%

### 2010 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	244	0	0%
American Association of Blood Banks	75	35	47%
American Capital Strategies	272	8	3%
American Inn Bethesda	30	0	0%
American Occupational Therapy Assoc	72	44	61%
America's Most Wanted	61	61	100%
Areva NC, Inc.	40	6	15%
Ariel Global Product Development & Operations	30	30	100%
ASI Administrative Services, Inc.	40	3	8%
Barnes & Noble	100	10	10%
Benihana Inc.	47	2	4%
Betah Associates, Inc.	9	0	0%
Bethesda Sport & Health	50	0	0%
Bethesda-Chevy Chase High School	76	0	0%
Bierman, Geesing & Ward LLC	124	0	0%
Black's Bar & Kitchen	91	0	0%
Bond Beebe	60	44	73%
Boston Consulting Group	142	38	27%
Bovis Lend Lease	24	6	25%
Budow & Noble, Inc.	36	0	0%
Catapult Technology	70	35	50%
CDM Group, Inc.	76	23	30%
Chevy Chase Cars Inc.	50	15	30%
Children in the Shoe	31	14	45%
Clark Construction Group	2,010	172	9%
Clark Enterprises, Inc	50	0	0%
Consumer Product Safety Commission	345	70	20%
CoStar Group	330	199	60%
Councilor, Buchanan & Mitchell, PC	43	43	100%
Cutting Corporation	83	0	0%
CVS	40	0	0%

**2010 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Cystic Fibrosis Foundation	135	0	0%
Daily Grill	70	50	71%
Datawatch Systems Inc.	145	15	10%
Deutsche Bank Berkshire Mortgage, Inc	46	3	7%
Development Alternatives	100	31	31%
Development Services Group	34	8	24%
Doubletree Hotel	140	9	6%
EagleBank	210	149	71%
Editorial Projects in Education	86	42	49%
EmpowerIT	56	23	41%
Epok, Inc.	27	0	0%
ESI	57	2	4%
EuroMotor Cars	357	49	14%
Europ Assistance USA, Inc.	160	51	32%
First Financial Group	30	21	70%
Fitness First	25	0	0%
Futron	27	8	30%
GE Healthcare Financial Services	75	0	0%
Gelman, Rosenberg & Freedman PC	70	10	14%
Giant Food	200	0	0%
GMAC Residential Funding Corp	122	7	6%
GTM Architects	41	18	44%
Hilton Garden Inn - Bethesda	45	37	82%
Hyatt Hotels and Resorts	213	19	9%
Imagination Stage	49	40	82%
Invenda Corporation	25	0	0%
IPREO	89	0	0%
Jolie Day Spa	40	0	0%
Legal Advantage	98	0	0%

**2010 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Lerch, Early & Brewer	97	92	95%
LexisNexis	151	64	42%
Linowes & Blocher	76	31	41%
Maple Life Financial	66	45	68%
MarketBridge	72	2	3%
McCormick & Schmick's Seafood Restaurant	75	0	0%
McDonald's Restaurant	40	0	0%
MediaCybernetics	20	0	0%
Medtap International	50	0	0%
Miller and Long Company of Maryland	60	25	42%
Modell's Sporting Goods	30	0	0%
Mon Ami Gabi	80	0	0%
Moore and Associates	30	0	0%
Morgan Stanley	80	0	0%
National Association of Community Health Centers	81	0	0%
National Assoc. of School Psychologists	31	13	42%
National Electrical Contractors Assoc.	43	36	84%
National Foundation for Cancer Research	25	1	4%
NOVA Research Company	40	36	90%
Offit Kurman	30	0	0%
OPNET Technologies, Inc	289	107	37%
Ourisman Honda	160	0	0%
Paley, Rothman, Goldstein, and Cooper	73	18	25%
Parvizian Masterpieces	36	0	0%
PDA	44	0	0%
Potomac Hudson Engineering	28	17	61%
Presidential Bank Mortgage	60	10	17%
Project Hope	40	17	43%
Proquest/Cambridge Information Group	100	3	3%
Prudential Financial Services	40	0	0%
RAC Solutions	3	3	100%

## 2010 Survey - Employer and Employee Response Rate

*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Radius, The Global Travel Company	43	37	86%
Red Coats Inc	82	26	32%
Residence Inn Marriott	62	0	0%
Reznick Group	393	174	44%
Rock Bottom Restaurant and Brewery	61	0	0%
Realty Mgmt. Services (Ross Development)	35	18	51%
Round House Theatre	42	0	0%
Ruth's Chris Steakhouse	90	0	0%
S.S. Papadopulos and Associates	35	27	77%
Safeway	72	0	0%
Shugoll Research, Inc.	76	20	26%
Snyder, Cohn, Collyer & Hamilton	80	0	0%
Spherion Corporation	30	0	0%
Stone Street Capital Inc	123	13	11%
Sucampo Pharmaceuticals	43	0	0%
The Ezra Companies	50	0	0%
The Torray Fund	45	0	0%
UBS Financial Services	80	32	40%
University Research Company	95	43	45%
US Postal Service	144	0	0%
Wachovia Securities	32	0	0%
Watkins, Meegan, Drury & Co	145	0	0%
Weaver Brothers Insurance Association	28	11	39%
West and Feinberg	21	9	43%
Woodmont Grill	110	9	8%
<b>Totals</b>	<b>11,663</b>	<b>2,413</b>	<b>21%</b>

## 2011 Annual Commuter Survey - Page 1



7700 Old Georgetown Road  
Bethesda, MD 20814  
(301) 656-0868  
www.bethesdatransit.org

### 2011 ANNUAL COMMUTER SURVEY

Bethesda Transportation Solutions, in partnership with Montgomery County, and with help from your employer, is conducting this survey to find ways to improve transportation services in the County. Your participation is valuable and you will help your employer maintain its compliance with county law. Your answers will remain confidential. Please return this survey in the enclosed postage paid reply envelope or visit us online at [www.bethesdatransit.org](http://www.bethesdatransit.org) to take the survey online. You will be eligible for a weekly prize drawing if you take the survey online and give us your name.

**Please return this survey by May 31, 2011.**

1. 

Today's Date:	Employer/Organization Name:
Street Address of Regular Work Location:	Work Zipcode:

2. On the most recent day you worked at your regular work location, what time did you arrive at work and what time did you leave?  
 Arrived \_\_\_\_\_ AM PM (*circle one*)      Left \_\_\_\_\_ AM PM (*circle one*)

3. Last week, how did you get **TO** work each day? For each day you worked at your regular work location, check the box in Section A, "How I traveled to work" for the type of transportation you used that day. If you used more than one type on any day, e.g., walked to a bus stop then rode the bus, check **ONLY** the box for the type you used for the longest distance part of your trip.

Section A How I traveled TO work	Days worked at regular work location last week						
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Drove alone in a car, truck, or SUV							
Drove myself and others (carpool or vanpool driver)							
Rode with others (carpool or vanpool rider)							
Took Ride On							
Took Metrobus or commuter bus (e.g., Eyre, Dillon)							
Took Metrorail							
Took MARC or VRE commute train							
Walked or bicycled (entire trip from home to work)							
Other _____							

For each day you did not work or did not work at this location, check one box in Section B, "Why I was not at my regular work location." For any day you are not scheduled to work (e.g., Sunday), check "Regular day off."

Section B Why I was NOT at my regular work location	Days NOT at regular work location last week						
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Compressed schedule (e.g. 9/80 schedule) day off							
Regular day off							
Teleworked, worked at home or telework center <u>all day</u>							
Meeting out of office, sick, vacation, or holiday <u>all day</u>							

4. If you carpooled or vanpooled last week, how many people, including yourself, were usually in the vehicle?  
 I did not carpool or vanpool last week      \_\_\_\_\_ total number of people in the vehicle

5. Thinking back to one year ago, how did you **USUALLY** get to work? (*If you used more than one type of transportation then, check the one you used most often.*)

drive alone       carpool       vanpool       Ride On       Metrobus or commute bus  
 Metrorail       MARC or VRE       bicycle / walk       Other \_\_\_\_\_  
 Did you work at your current work location one year ago?       yes       no

6. What is your home zip code? \_\_\_\_\_

7. a. How many miles is it from your home to your regular work location? \_\_\_\_\_ miles  
 b. How long does it typically take you to travel from home to this location? \_\_\_\_\_ minutes  
 c. Last week, what was the longest time it took you to travel from home to work? \_\_\_\_\_ minutes

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

I never drive to work  
 I park:  in a lot/garage at my work location  
 in a public lot/garage off-site  
 on the street  
 other \_\_\_\_\_

8a. How much do you pay to park at this location?  
 No charge, I park for free  
 \$ \_\_\_\_\_ per: day / month (*circle one*)

PLEASE TURN OVER AND COMPLETE QUESTIONS 9-11 ON THE OTHER SIDE OF THIS SHEET

## 2011 Annual Commuter Survey - Page 2

9. Does your employer offer to help pay the cost of commuting by transit or vanpool; if so, do you currently receive these benefits?

Benefit for:	Employer DOES NOT offer benefit	Employer offers benefit	
		I DO NOT RECEIVE it	I DO RECEIVE it
Bus, Metrorail, or train			
Vanpool			

9a. How much do you receive each month?

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

10. Does your employer allow employees to pay the cost of commuting by transit or vanpool with pre-tax dollars through payroll deduction; if so, do you currently receive these benefits?

Pre-tax for:	Employer DOES NOT allow a pre-tax deduction	Employer allows pre-tax deduction	
		I DO NOT RECEIVE it	I DO RECEIVE it
Bus, Metrorail, or train			
Vanpool			

10a. How much do you receive each month?

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

11. Listed below are commuting services that could help you travel to work by carpool, vanpool, transit, or bicycle. For each service listed, please indicate if the service would encourage you to use the type of transportation noted. For example, check "Yes" for "Route/schedule information for transit," if that service would encourage you to use transit. If you already use the type of transportation noted, check the box "Use this type of transportation now."

Commuting Service	Would this service encourage you to carpool, vanpool, or use transit or bicycle to get to work?			
	Yes	Maybe	No	Use this type of transportation now
Assistance to form a <u>carpool or vanpool</u>				
Free parking for <u>carpools and vanpools</u>				
Monthly payment or reimbursement equal to your <u>vanpool</u> cost				
Monthly payment or reimbursement equal to your <u>transit</u> cost				
Pre-tax payroll deduction equal to your <u>transit</u> costs				
Monthly payment or reimbursement equal to your <u>vanpool</u> cost				
Guaranteed Ride Home in case of emergency for <u>carpool, vanpool and transit</u> users				
Route/schedule information for <u>transit</u>				
\$20 monthly subsidy for <u>bicycling</u> to work				
Secure locker or other storage for <u>bicycle</u>				

### THANK YOU FOR COMPLETING THE SURVEY!

**OPTIONAL:** Complete the section below if you would like to receive free information on carpooling, vanpooling, transit, the Guaranteed Ride Home program (GRH) or other alternatives to driving alone.

**Bonus:** You and your Transit Benefits Coordinator could **BOTH** win a \$250 Visa Gift Card. In order to be entered into the drawing, you must provide your name and contact information below.

Name \_\_\_\_\_

Home Address \_\_\_\_\_

Number                      Street                      Apt No.

City                      State                      ZIP                      County

Work Phone: \_\_\_\_\_ Work Email: \_\_\_\_\_

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

**Transit Options**   
 **Guaranteed Ride Home (GRH)**   
 **Bicycling**   
 **Telework**   
 **Other**

Carpool/Vanpool Matchlist - I can/prefer to be a (circle all that interest you):

Carpool: **Driver** **Rider** **Either**                     
 Vanpool: **Driver** **Rider** **Either**

Please provide your email address if you would like to receive our e-newsletter and other emails related to commuting to Bethesda:

PLEASE RETURN THIS SURVEY BY MAY 31, 2011



## 2011 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:	6%	3:00pm hour:	4%
7:00am hour:	17%	4:00pm hour:	18%
8:00am hour:	44%	5:00pm hour:	43%
9:00am hour:	23%	6:00pm hour:	21%
10:00am or later:	9%	7:00pm or later:	11%

Peak Period Commuting (7:00am - 8:59am)	
Peak Period Commuter	62%
Off Peak Period Commuter	39%

### Question 3. Weekly Modal Split

2011 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	80 %	11 %	4 %	4 %	0 %	100 %
6:15 - 6:29	52 %	9 %	39 %	0 %	0 %	100 %
6:30 - 6:44	69 %	13 %	18 %	0 %	0 %	100 %
6:45 - 6:59	60 %	9 %	23 %	9 %	0 %	100 %
7:00 - 7:14	59 %	8 %	31 %	1 %	0 %	100 %
7:15 - 7:29	60 %	9 %	26 %	6 %	0 %	100 %
7:30 - 7:44	67 %	6 %	25 %	3 %	0 %	100 %
7:45 - 7:59	65 %	2 %	31 %	0 %	2 %	100 %
8:00 - 8:14	59 %	7 %	30 %	4 %	0 %	100 %
8:15 - 8:29	69 %	5 %	23 %	3 %	0 %	100 %
8:30 - 8:44	65 %	5 %	24 %	6 %	0 %	100 %
8:45 - 8:59	60 %	3 %	33 %	4 %	0 %	100 %
9:00 - 9:14	60 %	3 %	31 %	7 %	0 %	100 %
9:15 - 9:29	54 %	9 %	25 %	12 %	0 %	100 %
9:30 - 9:44	65 %	4 %	27 %	4 %	0 %	100 %
9:45 - 9:59	56 %	0 %	45 %	0 %	0 %	100 %
AVERAGE	63 %	6 %	27 %	4 %	0 %	100 %



## 2011 Annual Commuter Survey Results

### Question 3. Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	59%
CP/VP driver	4%
CP/VP rider	2%
Bus	5%
Train	20%
Walked /bicycled	5%
Other	0%

### Peak Hour (8:00am - 8:59am) Weekly Modal Split

Commute Mode	Mode Share
Drove alone	63%
CP/VP driver	4%
CP/VP rider	2%
Bus	4%
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	1,428	2.3	2.00

### Question 5. Previous Modes Used

	Mode	Percent
Q5. Thinking back one year, how did you usually get to work?	Drove alone	63%
	Carpool	4%
	Bus	5%
	Train	21%
	Bike/Walk	5%

	Percent	
Q5a. Did you work at your current location one year ago?	Yes	77%
	No	21%

## 2011 Annual Commuter Survey Results

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

	Mean	Median	Range
Q6a. Travel Distance (in miles)	16	13	102
Q6b. Travel Time (in minutes)	42.7	40	149
Q6c. Longest Travel Time (in minutes)	57.6	55	179

### Q6d. Home County & State Analysis

	Percent
Montgomery County	53%
District of Columbia	12%
Virginia	16%
Other Maryland	18%
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	58%
	In a public lot/garage off-site	22%
	On the street	2%
	Other	<1%
	I never drive to work	17%

	Percent	
Q7a. How much do you pay to park?	I do NOT pay to park	28%
	I pay to park	64%
	Average Parking Charge per Month	\$108.77

## 2011 Annual Commuter Survey Results

### Question 9. Commute Expense Reimbursement

		Percent
Q9. Does your employer offer to help pay the cost of commuting by transit?	Offers and I DO receive it	23%
	Offers and I do NOT receive it	44%
	Employer does NOT offer benefit	27%
	Refused/No Answer	7%

		Percent
Q9. Does your employer offer to help pay the cost of commuting by vanpool?	Offers and I DO receive it	1%
	Offers and I do NOT receive it	19%
	Employer does NOT offer benefit	40%
	Refused/No Answer	39%

If YES to Q9:

		Percent
Q9a. How much do you receive each month for transit/vanpool?	Refused/No Answer	2%
	\$1 - \$30	7%
	\$31 - \$60	20%
	\$61 - \$99	22%
	\$100+	43%
	Don't know/Not Applicable	5%

### Question 10. Pre-Tax Payroll Deductions

		Percent
Q10. Does your employer allow pre-tax payroll deduction to help pay the cost of commuting by transit?	Allow, and I DO use it	15%
	Allow, and I do NOT use it	44%
	Employer does NOT allow	28%
	Refused/No Answer	13%

		Percent
Q9. Does your employer allow pre-tax payroll deduction to help pay the costs of commuting by vanpool?	Allow, and I DO use it	2%
	Allow, and I do NOT use it	22%
	Employer does NOT allow	36%
	Refused/No Answer	40%

If YES to Q10:

		Percent
Q10a. How much do you receive each month for transit/vanpool?	Refused/No Answer	2%
	\$1 - \$30	12%
	\$31 - \$60	15%
	\$61 - \$99	14%
	\$100+	40%
	Don't know/Not Applicable	21%

## 2011 Annual Commuter Survey Results

### Question 11. 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%	64%	2%	10%
Free Parking for carpool or vanpool	15%	15%	59%	1%	11%
Monthly payment/reimbursement for vanpool cost	14%	15%	59%	<1%	12%
Monthly payment/reimbursement for transit cost	27%	14%	39%	11%	9%
Pre-tax payroll deduction for transit cost	19%	16%	46%	10%	10%
Pre-tax payroll deduction for vanpool cost	9%	12%	58%	1%	21%
Ride in case of emergency for carpool, vanpool, or transit	20%	19%	49%	2%	10%
Route/Schedule information for transit	13%	14%	54%	7%	12%
Monthly subsidy for bicycling	12%	10%	68%	1%	10%
Secure locker or other storage for bicycle	13%	10%	67%	1%	10%

### 2011 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	244	1	<1%
Acacia Group	40	0	0%
Administrative Services, Inc.	34	8	24%
American Capital Strategies	251	3	1%
American Gastroenterological Association	83	47	57%
American Inn Bethesda	17	0	0%
American Society of Health System Pharmacists	186	95	51%
American Tap Room	98	19	19%
Areva NC, Inc.	40	0	0%
Association for Financial Professionals	63	32	51%
Automotive Aftermarket Industry Association	35	0	0%
Barnes and Noble	100	1	1%
BDO Seidman LLP	58	29	50%
BD's Mongolian Barbeque	25	1	4%
Benihana Inc	47	1	2%
Bethesda Sport & Health Club	50	0	0%
Bethesda Urban Partnership	34	10	29%
Bethesda-Chevy Chase High School	76	0	0%
BF Saul Company	312	209	67%
Bierman, Geesing & Ward LLC	124	0	0%
Black's Bar & Kitchen	91	0	0%
Bregman, Berbert, Schwartz, and Gilday	30	9	30%
BroadPoint Technologies	70	24	34%
Budow & Noble Inc.	36	7	19%
Burness Communications	33	0	0%
Calvert	205	63	31%
Cambridge Systematics	32	29	91%
CBiz Accounting, Tax, & Advisory Services	50	19	38%
Charleston Alexander	30	0	0%
Citi Smith Barney	100	0	0%
Clark Construction	2060	13	1%

**2011 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Compubahn	35	0	0%
Consumer Product Safety Commission	345	47	14%
Cutting Corporation	83	0	0%
CVS	40	0	0%
CW Financial Services	200	53	27%
Cystic Fibrosis Foundation	135	8	6%
Datawatch Systems Inc	145	4	3%
Democracy International	25	1	4%
Deutsche Bank Berkshire Mortgage, Inc.	51	3	6%
Development Services Group	34	8	24%
Doubletree Hotel	140	19	14%
Eagle Bank - Headquarters	316	90	28%
ESI	55	5	9%
EuroMotor Cars	357	55	15%
First Potomac Realty Trust	25	11	44%
Fitness First	25	0	0%
GE Healthcare Financial Services	75	0	0%
Gelman, Rosenberg & Freedman PC	70	0	0%
GetWellNetwork, Inc.	51	2	4%
Giant Food	200	0	0%
Green Park Financial/Walker & Dunlop	110	0	0%
Greystone Servicing Corporation	31	8	26%
GTM Architects	41	9	22%
Hamilton Altman Canale and Dillon, LLC	38	0	0%
Hanger Orthopedic Group Inc	150	0	0%
Hyatt Hotels and Resorts	210	23	11%
ICF Macro	75	30	40%
Infrastructure Management Group, Inc.	5	0	0%
International Baccalaureate Organization	84	36	43%
IPREO	70	56	80%
Jolie the Day Spa and Hair Design	40	0	0%

**2011 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Kajeet	27	0	0%
Lasalle Hotel Properties	28	0	0%
Legal Advantage	98	0	0%
MarketBridge	72	1	1%
McCormick & Schmick's Seafood Restaurant	75	0	0%
MediaCybernetics	50	0	0%
Merrill Lynch	32	14	44%
Modell's Sporting Goods	30	0	0%
Mon Ami Gabi	80	0	0%
Monument Bank	52	27	52%
Moore and Associates	30	1	3%
Morgan Stanley	80	0	0%
National Association of Community Health Centers	81	0	0%
National Cable Communications	60	0	0%
National Foundation for Cancer Research	25	0	0%
OPNET Technologies Inc.	264	60	23%
Ourisman Honda	160	0	0%
Paley, Rothman, Goldstein and Cooper	70	1	1%
Pasternak & Fidis	34	25	74%
PDA	44	27	61%
Presidential Bank Mortgage and Savings	120	21	18%
ProFund Advisors	120	1	1%
ProQuest/Cambridge Information Group	100	7	7%
Prudential Financial Services	40	0	0%
Regardie, Brooks & Lewis	25	0	0%
Residence Inn Marriott	46	0	0%
Reznick Group	385	20	5%
Ri Ra Irish Restaurant Pub	30	11	37%
Rio Grande Cafe	94	0	0%
Rock Bottom Restaurant & Brewery	61	0	0%

**2011 Survey - Employer and Employee Response Rate**  
*Continued*

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Rosenberg & Associates	43	0	0%
Round House Theatre	36	9	25%
Ruth's Chris Steak House	90	1	1%
Safeway Market	72	0	0%
Scicomm Inc	50	0	0%
Stone Street Capital Inc	123	0	0%
Strosnidars Hardware	82	0	0%
Teaching Strategies	82	32	39%
The Ezra Companies	50	5	10%
The Mergis Group	30	0	0%
The Torray Fund	45	0	0%
United BioSource Corporation	50	0	0%
US Postal Service	144	0	0%
Watkins, Meegan Drury & Company LLC	151	53	35%
Wells Fargo Advisors	32	0	0%
Woodmont Grill	110	19	17%
<b>Totals</b>	<b>11,518</b>	<b>1,428</b>	<b>12%</b>



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

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
Abt Associates	X	X	X	
Acacia	X			X
American Capital Strategies	X	X		
ASHP	X			
America's Most Wanted	X			
Automotive Aftermarket Industry Association	X			
Barnes & Noble	X			
Benjamin Schlesinger and Associates, LLC	X	X		
Bethesda Sport & Health	X	X	X	
Bethesda Urban Partnership	X			
BF Saul & Co.	X			
Bierman, Geesing & Ward	X			
Bond Beebe	X			
Boston Consulting	X			
Brownstone Capital	X			
Calvert	X			X
Cambridge Systematics	X			
Chevy Chase Bank	X	X	X	
Clark Construction	X	X	X	
Comcast Sportsnet	X			
Costar Group	X	X		
CWCapital	X	X	X	
Datawatch Systems, Inc.	X			
Deutsche Bank Berkshire	X			
Development Alternatives Inc	X	X		
DoubleTree	X			
Editorial Projects in Education	X	X		
ESI	X			

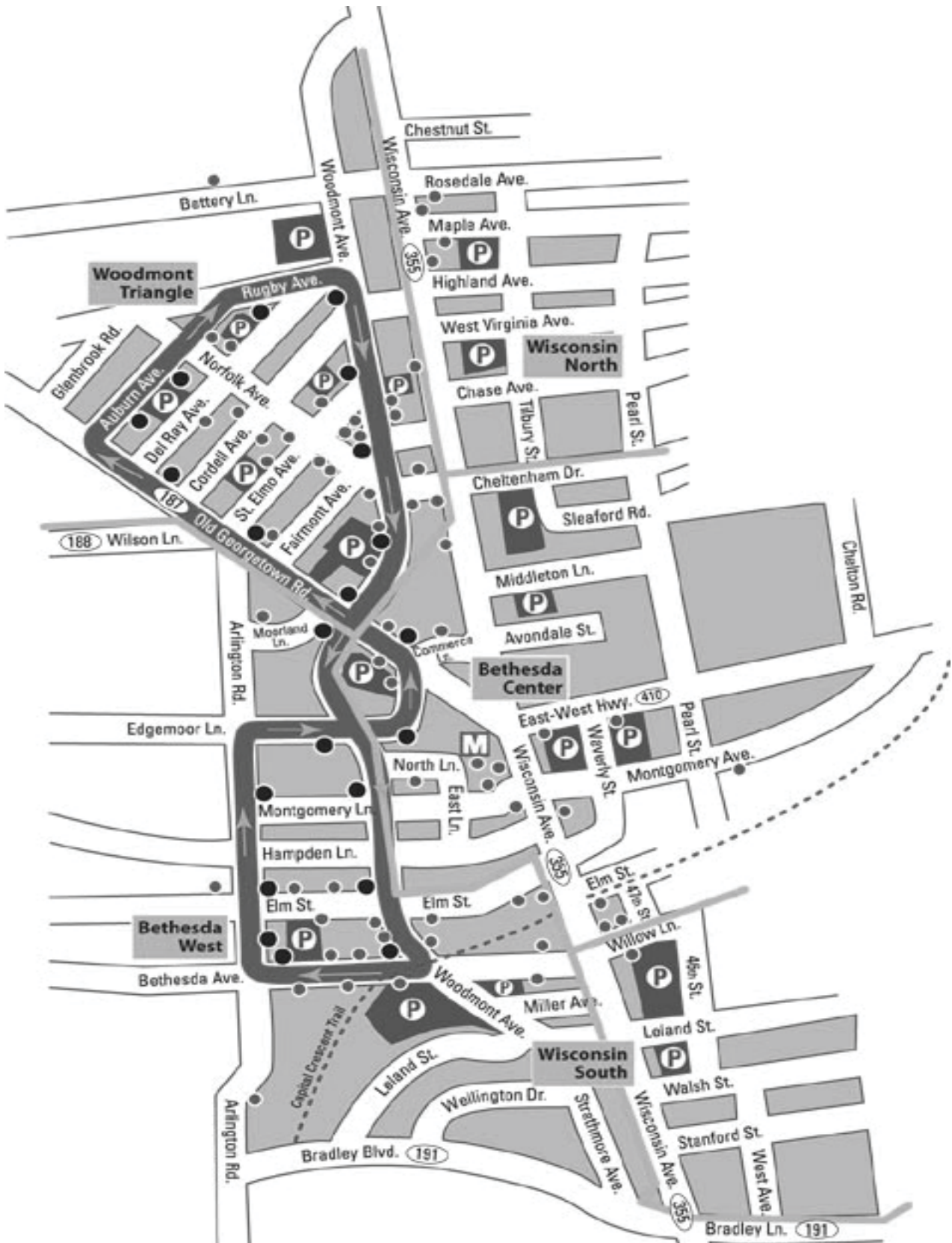
**Bethesda Companies with Bicycle Amenities**  
*Continued*

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
Euro MotorCars	X	X	X	
Europ Assistance	X			
EYA, LLC	X			
First Washington Realty	X			
Fixation Marketing	X			
Futron	X	X		
GE Healthcare	X	X		
Giant Food	X			
GMAC	X			
Greystone Servicing Corp	X			
Hanger Orthopedic	X			
Hilton Garden Inn - Bethesda	X			
ICF Macro	X			
Imagination Stage		X		
Leavy, Frank & Delaney, LLC	X			
Lerch, Early & Brewer	X			
LexisNexis	X			
McCormick & Schmick's	X			
McDonald's Restaurant	X			
Miller and Long Co., Inc.	X			
National Association of School Psychologists	X			
OPNET	X	X	X	
Ourisman Honda	X		X	
PDA	X	X		
Red Coats, Inc.	X			
Residence Inn Marriott	X		X	
Reznick Group	X			
Round House Theatre		X		
SS Papadopoulos & Assoc.	X			

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

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
Stone Street Capital	X			
The Chevy Chase Land Company	X	X	X	
UBS Financial	X			
University Research Co.	X			
Vanguard Realty	X			
Walker and Dunlap	X			

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



# Appendix H Bethesda Crosswalk Map



## Appendix I Glossary of Terms and Abbreviations

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