

Bethesda Transportation Management District
Bethesda Transportation Solutions
Montgomery County, Maryland

BIENNIAL REPORT

FY2006 – FY2007



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
FY06 – FY07

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Figure i.1
Map of Bethesda Transportation Management District



Source: Montgomery County DPWT

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 2006 and 2007, which began July 1, 2005 and ended June 30, 2007. Bethesda Urban Partnership (BUP) is the Transportation Management Organization (TMO) for the Bethesda Central Business District (CBD) and has been in operation for nearly eight years (see **Figure i.1** on opposite page). 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 between Montgomery County and BUP to create the TMD. BUP created the name Bethesda Transportation Solutions as a marketing tool for the TMD.



The TMD's mission as stated in the contract is "promotion of a major shift of travel from drive-alone use to transit, carpooling and other alternatives." BTS uses a variety of strategies to achieve this objective including: promoting transit; carpooling; commuter benefits programs; tax incentives; Guaranteed Ride Home Program; biking; and walking.

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. The results of the 2006 annual commuter survey indicate the Stage II goal has been met and exceeded with a NADMS of 41%, a five-percent increase over 2005. The NADMS fell slightly in 2007 to just over 36%, but the average NADMS since 2005 meets and exceeds the Stage II goal at nearly 39%. In this report we explain the variance and the need for considering the average.

This report takes a comprehensive look at the programs and services marketed to employers in the TMD, as well as trends in transit ridership, traffic conditions at selected intersections, and inventory of public and private parking facilities. The report also includes results and analysis of the 2006 and 2007 annual commuter surveys. Key elements are summarized below, organized according to sections of the report.

A. Operations, Programs, Services, Participation

- Seventy-six downtown Bethesda businesses enrolled in Super Fare Share, Montgomery County's transit benefits program, representing a 36% increase from FY05. Eight new companies enrolled in spring 2007 in response to a direct mail campaign aimed at publicizing increased benefits and an expanded Super Fare Share program.

- Nearly 100 participants competed in the Walk & Ride Challenge sponsored by BTS to encourage transit use as a way to achieve a more active and healthy lifestyle.
- A record 515 participants registered for Bethesda's Bike to Work Day pit stop. The fourth annual Bike Spirit Award was presented during the event.
- More than 60 children participated in a BTS sponsored bike safety certification course during Imagination Bethesda.
- Two hundred children and parents turned out during the Bethesda Literary Festival to meet Curious George and hear channel 7's Angela Starke read *Curious George Rides a Bike*. Curious George's guest appearance was sponsored by BTS.
- A monthly newsletter was published and 1,600 copies per issue distributed to business leaders and key officials.
- BTS held weekly Commuter Information Days in office buildings throughout downtown Bethesda.
- Three Bethesda companies were recognized during Montgomery County's 2007 Transportation Awards including: Children in the Shoe, Fidelity & Trust and David Anderson, Chief Financial Officer for Lerch, Early and Brewer.
- Fidelity & Trust and BTS, as part of the Montgomery County sales team, received 2007 Commuter Connections Employer Recognition Awards.

B. TMD Commuting Profile

- The Bethesda TMD continues to perform well by meeting and exceeding the goals outlined in the Annual Growth Policy (AGP). The average NADMS over FY06 and FY07 was 37%, which was the goal stated in Stage II of the Sector Plan.
- Overall bus and transit ridership in Montgomery County and in the Washington region continues its upward trend. The Ride On system countywide reported a 3% increase in ridership from FY06. Metro indicated a 1% increase, or two million more customers than in FY06.



- Commute options such as biking, walking and teleworking remained level in the TMD, however telecommuting is becoming a more popular option in the metropolitan area. A 2007 Metropolitan Washington Area Council of Governments Study indicated that 19% of commuters in the Washington region telework. That is an increase of nearly 50% from 2004 when the study was last done.

C. Traffic, Parking and Transit Ridership Trends

- Nineteen intersections in and around the CBD were studied by a consultant in FY06 and FY07. Traffic levels continued to fall within applicable standards.
- With just over 22,500 long-term parking spaces in FY07, the TMD falls within the recommended limits of the long-term constrained parking policy.
- Transit ridership is expected to continue its upward trend as more employers take advantage of federal, state and county benefits and incentive programs. Ride On reports a 23% increase in countywide ridership since FY04.

D. Emerging Trends and Next Steps

- The Bethesda TMD has met and exceeded the Stage II goal of 37% NADMS as established by the Sector Plan. Achievement of this goal is a strong indicator of the success of BTS' marketing efforts.
- BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBC) in the CBD. Staff will continue to develop relationships and network with TBC's as BTS assists them in complying with Montgomery County legislation 32-02 which requires businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan (TMP) with the County's Department of Public Works and Transportation.
- Enrollment in Montgomery County's Super Fare Share program surged in FY07 due to increased and expanded benefits. To encourage more participation, the County began offering employers a nine-year commute subsidy for their employees worth up to \$30,000 a year in benefits, or \$270,000 over the life of the program. BTS will continue to aggressively promote Super Fare Share.
- BTS will work closely with the County and Super Fare Share companies to incrementally replace metrocheks with SmarTrip cards.
- BTS will continue to work with its partners to promote programs and services that will sustain the achieved mode share, while continuing to reduce single occupancy trips and promoting economic growth.
- The federal government's Military Base Realignment Plan (BRAC) is expected to directly impact traffic in downtown Bethesda as 2,500 to 4,000 jobs are relocated to the National Naval Medical Center on Rockville Pike by 2011. Outpatient visits, most by individual vehicle but not necessarily concentrated in the peak commuting period, could double to nearly 900,000 annually. BTS will work with the County to implement any recommendations made by a County task force appointed to look into the issues surrounding BRAC.



BETHESDA TRANSPORTATION SOLUTIONS

Bethesda Transportation Solutions (BTS) was established in 2000 to help manage the traffic in downtown Bethesda by marketing local, state, and federal commuter benefits programs and tax incentives to employers. BTS promotes alternative transportation such as rail, bus, carpools, and biking with the goal of reducing the number of Bethesda employees who drive alone to work.

- There were 76 Bethesda businesses enrolled in Super Fare Share, Montgomery County's transit benefits program as of June 2007.
- BTS launched a redesigned website that is more comprehensive and user-friendly, making it easier to quickly access vital commuting information.
- Eighty participants competed in the Walk & Ride Challenge by tracking their daily steps and competing for iPods and the official Challenge Cup.
- To help promote bike safety, Curious George made a guest appearance at the Bethesda Literary Festival courtesy of BTS. Channel 7's Angela Starke read from Curious George Rides a Bike.
- A record 515 participants registered for Bethesda's Bike to Work Day pit stop. The fourth annual Bike Spirit Award was presented during the event.
- Nearly 60 children participated in a BTS sponsored bike safety certification course during Imagination Bethesda.
- 1,600 monthly newsletters were published and distributed to business leaders and key officials.
- BTS held weekly lunchtime Commuter Information Days in office buildings throughout downtown Bethesda.
- Montgomery County Transportation Awards were presented to a Bethesda employer and employee: Children in the Shoe, Fidelity & Trust Mortgage and David Anderson, Chief Financial Officer for Lerch, Early and Brewer.

II. INTRODUCTION

Downtown Bethesda is truly a success story. Over the last two decades, Bethesda has been transformed from a primarily low-density suburban commercial area, to a vital urban center that is a model for its mix of jobs and housing. At the heart of Bethesda's success is its Metro station, which created a high-density core that encourages walking. Retail, restaurants, art galleries and theaters are all just blocks from Metro.

While Bethesda has become a destination, its roads have become more congested, causing longer commuting delays and raising concern about pedestrian and bicyclist safety. The TMD was established to address these issues. BTS works closely with Montgomery County, the business community and regional organizations to manage traffic and encourage use of transportation alternatives. Rising fuel costs and the increasingly main-stream movement towards "green" living began to work to the advantage of the TMD mission towards the end of FY07, and this effect is expected to become more pronounced over the course of the next two fiscal years and beyond.



Employers play a critical role in employees' transportation choice, making employer-based marketing the most effective strategy for reducing congestion. BTS works directly with Transportation Benefits Coordinators to help employers establish 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.

Effective March 2003, BTS began assisting with the implementation and administration of Montgomery County Bill 32-02 which requires every employer 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 Public Works and Transportation. BTS staff work closely with Transportation Benefits Coordinators to ensure the TMPs and Annual Reports are completed.

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 alternate 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. It presents comparisons of annual performance so the TMD's progress in meeting AGP objectives can be clearly tracked and evaluated.

III. TMD OPERATIONS, PROGRAMS and SERVICES

A. TMD Objectives

The primary goal of the Bethesda 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

Staffing

Bethesda Transportation Solutions (BTS) operates as a division of the Bethesda Urban Partnership (BUP), which has a contract with Montgomery County to manage the Transportation Management District (TMD) of Downtown Bethesda. The BUP office provides staffing and operational support for the TMD through the Director of BTS, Employee and Employer Outreach Specialists, a Transportation Specialist, and Customer Service and Marketing staff.

Staff for BTS is located in the BUP offices on Old Georgetown Rd, between Woodmont Ave and Arlington Blvd. 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 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.

BTS also raises sponsorship money from local businesses to hold annual events such as the Walk-and-Ride Challenge and the Bethesda Pit Stop on Bike to Work Day.

Advisory Committee

Members of the Bethesda TMD Advisory Committee are appointed to three-year terms by the Bethesda Urban Partnership Board of Directors and provide advice and recommendations to BTS staff, Montgomery County's Department of Public Works and Transportation, 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 FY06 and FY07.

Table 3.1
Bethesda Transportation Management District Advisory Committee

	FY06	FY07
BCC Chamber of Commerce		
	Anne C. Martin - Linowes & Blocher LLP	Anne C. Martin - Linowes & Blocher LLP
	David Smith - Chevy Chase Land Co.	David Smith - Chevy Chase Land Co.
	M.G. Diamond - Law Offices of M. Gregg Diamond P.C.	Patrick O'Neil - Lerch, Early & Brewer
Western Montgomery County Citizens Advisory Board		
	Nelson Cooney - Resident, Bethesda	Nelson Cooney - Resident, Bethesda
	Malcolm D. Rivkin - Resident, Bethesda	Malcolm D. Rivkin - Resident, Bethesda
	Beryl Neurman - Resident, Bethesda	Beryl Neurman - Resident, Bethesda
	Martha Spiro Covell - Resident, Chevy Chase	Vacant (adjacent TMD)
Large Employers (50 or more)		
	Peter Hodgson - Reznick Group	Peter Hodgson - Reznick Group
	James Landry (Chair) - Chevy Chase Bank	James Landry - Chevy Chase Bank
Small Employers (less than 50)		
	Sue Morris - S. W. Morris & Co.	Sue Morris (Chair) - S.W. Morris & Co.
	Arnold J. Kohn - Resident, N. Bethesda	Arnold J. Kohn - Resident, N. Bethesda
Non-Voting		
	Chuck Kines - MD Park & Planning	Chuck Kines - MD Park & Planning
	Deborah Snead - BCC Regional Services Center	Leslie Hamm - BCC Regional Services Center
	Sgt. Roy Russell - Mont. Co. Police Dept	Dennis Coleman - NIH Rep
	Jack Hayes - Representing BUP	Sgt. Roy Russell - Mont. Co. Police Dept
	Sande Brecher - Montgomery County	John Weintraub - Representing BUP
	Vacant (NIH rep.)	Sande Brecher - Montgomery County

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 Department of Public Works and Transportation (DPWT), 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:

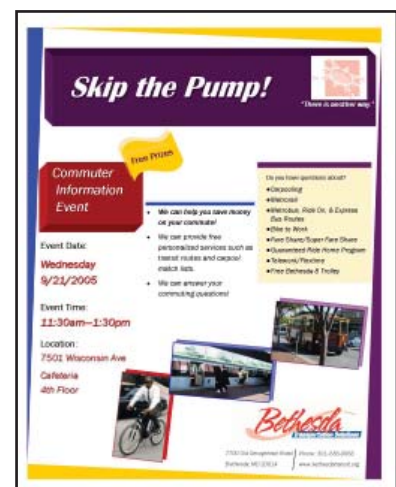
- Proposing guidelines for Traffic Mitigation Agreements;
- Monitoring the implementation of Traffic Mitigation Agreements;
- Evaluating progress in attaining the commute goals of the AGP;
- Recommending government, private or joint actions necessary to facilitate attainment of the commuting goals;
- Advising on parking policy;
- Reviewing traffic patterns and control measures;
- Advising Bethesda TMD operations, budgeting and expenditures;
- Submitting comments and recommendations for biennial report; and
- Providing comments and recommendations on TMPs and on Annual Reports submitted by employers pursuant to law 32-02.

C. TMD Marketing Programs

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

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

- Recruiting and retaining employer/employee participation;
- Establishing partnerships with businesses and affinity organizations;



- Fostering relationships with companies in the CBD;
- Developing a clear, consistent and coherent message; and
- Identifying transportation needs and facilitating solutions.

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

- **Super Fare Share & Fare Share:** Monthly commuter benefit allowance provided by Montgomery County of up to \$110 a month tax-free for public transit and vanpool use. Tax deductible to employer and tax-free for employee.
- **Maryland Commuter Choice Tax Credit:** Maryland employers can claim a tax credit of up to \$50 per employee per month to offset the cost of providing transit subsidies.
- **Maryland Telework Partnership with Employers:** A program sponsored by the Maryland Department of Transportation that provides free consulting services to companies that want to start or expand a telework program.
- **Guaranteed Ride Home Program:** Sponsored by the Washington Metropolitan Council of Governments (COG), the program provides four free taxi or rental car rides during personal emergencies or for unscheduled overtime for commuters who regularly ride transit or carpool/vanpool.
- **Best Workplaces for Commuters:** The US Environmental Protection Agency recognizes companies with outstanding commuter benefits.
- **Bike to Work Day:** BTS has participated in the annual regional Bike to Work Day since 2001. The event is held to educate commuters about the health, economic and environmental benefits of biking to work. Bethesda recognizes extraordinary commitment to two-wheeled commuting with the Bike Spirit Awards which are distributed during the Bike to Work Day festivities.
- **Preferred Parking:** Carpool or vanpool participants are eligible for discounted monthly parking permits at County-operated parking facilities. Free carpool/vanpool matching services are provided by BTS in partnership with COG.
- **Ride Matching & Customized Transit Routing:** Rideshare (carpool) matching and customized transit routing are available free through BTS and promoted during Commuter Information Days.
- **Traffic Mitigation Plans:** Bill 32-02 requires businesses within the County's TMDs that have 25 or more full or part-time employees to submit Traffic Mitigation Plans to DPWT. Updated Annual Reports must also be filed with the County.

Super Fare Share

Financial incentives are one of the important factors in determining mode choice. The centerpiece of Montgomery County's commuter benefits program is Super Fare Share.

To encourage more participation, the County expanded the program in FY07 by offering a nine-year commute subsidy worth up to \$30,000 a year in benefits, or \$270,000 over the life of the program.

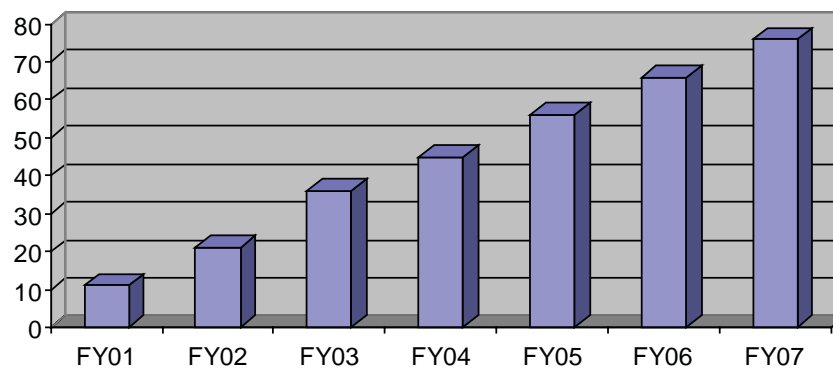
The first five years of the program remain the same. The "dollar deal" is still offered during year one with employers paying just \$1 per employee per month, while the County contributes \$109 per employee per month, depending upon actual commuting costs. During years two through five, the subsidy is shared 50-50. During the remaining years, the County will match the employer contribution on a sliding percentage basis. By year nine, the employer picks up 90% of the costs, while the County is responsible for 10%. The enhanced Super Fare Share program is outlined in **Table 3.2**, below.

Table 3.2
Enhanced Super Fare Share Program

YEAR	MATCH	COUNTY CONTRIBUTION (per employee/per month)
1	\$1	up to \$109.00
2 - 5	50-50	up to \$55.00
6	60-40	up to \$44.00
7	70-30	up to \$33.00
8	80-20	up to \$22.00
9	90-10	up to \$11.00

Through aggressive outreach efforts, BTS had 76 companies enrolled in FY07. That is a 36% increase from FY05. Eight new companies enrolled in spring 2007 in response to a direct mail campaign by BTS to promote the enhanced Super Fare Share benefits. See **Figure 3.1**, below, for the progression of Super Fare Share enrollment since FY01.

Figure 3.1
Super Fare Share Companies FY01 - FY07



See **Appendix A** for a complete list of enrolled companies. Highlighted companies are newly enrolled during FY06 and FY07.

Fare Share

The Fare Share program is also available countywide and offers up to \$30,000 each year for three years.

- In Year One, the participating employer pays up to \$55.00 per month for each employee who commutes by transit. Montgomery County matches that amount up to \$55.00 per month.
- In Year Two, the employer pays up to \$66.00 per month for each employee commuting by transit. The County matches the employer’s contribution up to \$44.00 per month.
- In Year Three, the employer pays up to \$77.00 per month for each employee commuting by transit. The County matches the employer’s contribution up to \$33.00 per month.

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 opposite page for sample flyer).

Through the weekly CIDs, BTS provides employers and employees with information on Guaranteed Ride Home, Super Fare Share, rideshare matching, preferred parking, customized transit routing, transit maps and schedules, biking and walking. In fiscal years 2006 and 2007, BTS assisted a total of 1,563 commuters through CIDs.

To generate interest, prizes are distributed to all participants, including a grand prize that is drawn at the conclusion of the CID. The grand prize is an attractive gift basket filled with food products and BTS promotional items that the winner can share with co-workers to further spread the word about BTS.

Newsletters

Throughout FY06 and FY07, BTS produced 1,600 two-page newsletters each month for distribution to business leaders and key officials via regular mail, as well as insertion into the Greater Bethesda-Chevy Chase Chamber of Commerce (BCC Chamber) newsletter. Copies were also available in the reception area of the BUP/BTS offices for walk-in customers. The publication features programs and services available through BTS, the latest transportation news and information about BTS sponsored events, as well as profiles of Super Fare Share companies, transportation leaders and BTS Advisory Committee members. See **Appendix E** for copies of this newsletter from FY06 - FY07.



Figure 3.2
Example of CID Flyer

Stop by our display in the building lobby for a free prize!
3/21/07 11:30am - 1:30pm

Bethesda
Transportation Solutions

... there is another way!

EMPLOYER SERVICES

BIKE TO WORK

301.656.0868

METRO

www.bethesdatransit.org

COMMUTER BENEFITS

FARE SHARE
Get On Board!



Commuter Information Event

Event Date & Time: **Wednesday 3/21/07 11:30am - 1:30pm**

Location: **2 Bethesda Metro Center, in the Building Lobby**

At the end of FY07, it was determined that the BTS newsletter would be expanded to four pages and be produced on a bi-monthly basis to coincide with the switch by the BCC Chamber to a bi-monthly newsletter distribution schedule, beginning October 2007.

Banners

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

D. TMD Events



Walk & Ride Challenge

Nearly 100 downtown Bethesda employees participated in the first Walk & Ride Challenge, an annual campaign kicked off in June 2007, which focused on encouraging people to walk more and drive less, particularly as they travel to and from work. Businesses formed teams of employees who used pedometers to track their steps from June 4th through June 22, 2007.

A few standouts walked more than 80,000 steps per week. Three lucky participants won iPods in a weekly drawing of walkers taking more than 25,000 steps. The winner of the official Challenge Cup was Calvert. The investment company's 3-person "Tech" team received the official Challenge Cup by logging, on average, an impressive 66,000 steps per team member per week during the competition which ran June 4 – 22, 2007. Calvert's Tech team also boasts the top individual walker. Edith Lillie logged over 130,000 steps per week walking to the Grosvenor Metro and exercising on a daily basis.

Super Fare Share was one of the Challenge sponsors. Employers were encouraged to sign up for the transit subsidy program to help motivate and encourage employees to include walking in their daily commutes.

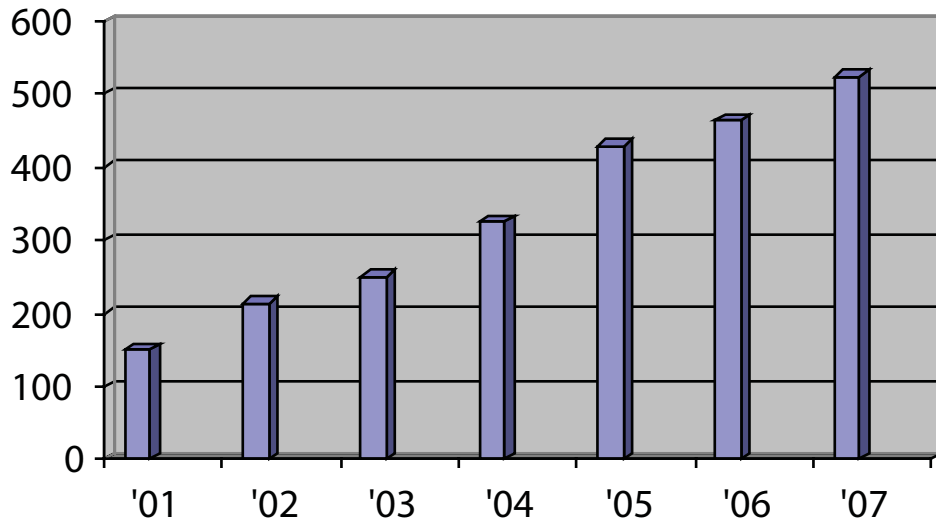


Put a little step into your commute.

Bike to Work Day

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and COG to promote the health, environmental and economic benefits of commuting by bike. Attendance at the BTS sponsored Bethesda pit stop has grown steadily since the first event was held in 2001. See Figure 2 for the progression of Bike to Work Day participation from 2001 – 2007.

Figure 3.3
Bike to Work Day Registration
2001 - 2007



Bike to Work Day 2006

An impressive 465 participants registered for Bethesda's 2006 Bike to Work Day held on May 19th. Councilmember Howard Denis served as the emcee and presented the 2006 Bike Spirit Awards to Paul Ryan, who rides 37 miles roundtrip to Clark Construction in Bethesda, and Jim Cousins for 8 years of biking to work, rain or shine, to SS Papadopulos and Associates. Raffle prizes were donated by local businesses, including the grand prize, a bike from Griffin Cycle.

Other dignitaries in attendance: Maryland State Senator Brian Frosh, Maryland State Delegate Susan Lee, Montgomery County Councilmembers Nancy Floreen, and Tom Perez, and Michael Jackson representing Maryland's State Highway Administration. Proclamations were presented from Montgomery County and the State of Maryland.

Sponsors included: Griffin Cycle, City Bikes, American Inn of Bethesda, Hard Times Café, Dominos Pizza, The Original Pancake House, California Tortilla, Rio Grande, Austin Grill, Ben & Jerry's and Unity Woods Yoga. Event Partners included: City Bikes, REI, Whole Foods, Bethesda Bagels, Spring Mill Bread, Honest Tea, Caribou Coffee and Flexcar.



Paul Ryan, Winner of the "Longest Distance Commuted by Bicycle" Award in 2006

WRC-TV reported live from the Bethesda pit stop, while the Gazette published a photo.

Bike to Work Day 2007

A record 515 cyclists registered for Bethesda’s 2007 Bike to Work Day held on Friday, May 18th on Reed Street near the Capital Crescent Trail. Participants rode away with gift certificates and bike gear donated as raffle prizes. For the sixth year in a row, Griffin Cycle donated the grand prize, a brand new bike.



Charles Andrews, Winner of the “Most Committed Cyclist” Award in 2007

Councilmember Roger Berliner acted as the emcee and presented the Bike Spirit Award to Dr. Charles Andrews, president of S.S. Papadopolus & Associates in Bethesda. Dr. Andrews has biked to work for 23 years. Other dignitaries who attended were Maryland Senator Brian Frosh, Delegate Susan Lee, County Councilmember Nancy Floreen and Maryland Transportation Secretary John Porcari. Proclamations from the State and County were presented.

2007 sponsors included Griffin Cycle, Ben & Jerry’s, California Tortilla, Gifford’s Ice Cream and The Original Pancake House. Event partners included Whole Foods, Spring Mill Bread, City Bikes, Zip Car and REI.

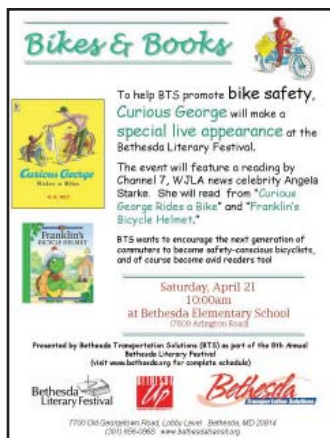
BTS Participation in BUP Events

Imagination Bethesda – BTS partnered with WABA to host a children’s bicycle safety certification course during Imagination Bethesda 2006 and 2007. Ads were placed in the Bethesda Gazette to generate interest.

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



Bethesda Literary Festival – In 2006, BTS sponsored the Washington Freedom’s appearance at the Literary Festival. Soccer player Tara Kidwell read from the Dr. Seuss classic, The Foot Book, and showed participants some fancy footwork. The combination of Seuss and soccer was to teach children about the importance of walking and how it is a great way to get from here to there without clogging streets and harming the environment.



In 2007, BTS invited Curious George to the Literary Festival to promote bike safety. WJLA-TV’s Angela Starke was also on hand to read Curious George Rides a Bike and Franklin’s Bicycle Helmet. The mischievous monkey helped children understand the importance of wearing proper gear and using caution while riding a bike. He also encouraged them to think of biking as a great way to commute when they get older.

Taste of Bethesda – BTS distributed commuting information during Taste of Bethesda in October 2005 and October 2006. Maps, brochures and giveaways were available at the BTS booth.

Employer Recognition Events

Montgomery County's 20th Annual Transportation Awards were held on May 14, 2007. The ceremony was sponsored by the County's Department of Public Works and Transportation and honored employers and individuals who excelled in promoting the use of transit, car/vanpools and other alternatives to single occupancy vehicles.

Governor Martin O'Malley, County Executive Isiah Leggett and Maryland Transportation Secretary John Porcari presented the awards. The following Bethesda companies and individuals received awards:

David Anderson – Transportation Benefits Coordinator of the Year

As the Chief Operating Officer for Lerch, Early & Brewer, Anderson and his staff work with BTS to keep employees informed about commute options through regular meetings and CIDs. Under Anderson's leadership, Lerch, Early & Brewer achieved an impressive 88% participation rate in the 2006 Annual Commuter Survey and enrolled in Super Fare Share.

The Children in the Shoe – Outstanding Commuter Programs



The Children in the Shoe has two childcare centers located just blocks from the Bethesda Metro station and has participated in the County's Super Fare Share and Fare Share

programs since 2002. All full and part-time employees are eligible to receive transit benefits. Currently 43 staff members participate in their commuter subsidy programs.

Fidelity & Trust – New Commuter Programs



Since the company's Bethesda office began offering transportation benefits through Super Fare Share in 2005, transit use by employees has increased dramatically from 35 percent to 73 percent.

2007 Commuter Connections Employer Recognition Awards were held June 26, 2007 at the National Press Club in Washington, DC to honor companies offering outstanding commuter benefits to their employees.

Fidelity & Trust - 2007 Employer Recognition Award for Marketing

Fidelity & Trust was recognized for its desire to increase employee satisfaction and recruit and retain loyal staff through a generous transportation benefits package. Employees can receive up to \$110 per month through the County's Super Fare Share program. Fidelity & Trust works with BTS to regularly schedule Commuter Information Days and to inform new employees about their transportation options.



Montgomery County and BTS - 2007 Employer Services Sales Team Achievement Award

Montgomery County Commuter Services and the TMDs, including BTS, were recognized for making more than 4,400 contacts with employers and participating in more than 200 face-to-face meetings. As a result, more than 150 companies within Montgomery County have committed to traffic mitigation efforts.

E. County Legislation 32-02 – Traffic Mitigation Plans & Annual Reports

Montgomery County legislation Bill 32-02 took effect March 6, 2003 and requires every employer in the County's Transportation Management Districts 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 DPWT. See **Appendix B** for samples of a typical TMP and Annual Report.

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 141 downtown Bethesda companies in submitting their TMPs to the County. Staff helped employers customize a sample TMP provided by the County by listing the strategies that are already in place and programs to be implemented. BTS has also assisted in submitting 97 Annual Reports and 51 exemptions.

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.

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 targets a different set of companies for the survey, so that the results of the survey are a snapshot of commute patterns but not a complete census. Because the set of companies surveyed varies year by year, more than one year of results must be considered in order to get a measure of the overall trend in commute patterns.



In 2006 and 2007, Montgomery County again used a survey focused on commuting patterns over the course of a week, instead of a daily snapshot of one day of commuting, as was done until 2005. When respondents are able to speak about their commuting patterns over a whole week rather than a single day, this gives the County a clearer picture of commuting trends because many people vary their commute modes at least one day per week.

Peak Hour

Throughout the following analysis, we make multiple references to “peak hour.” For the purposes of this report we have analyzed the AM peak period only. 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. A snapshot of possible peak hours is given in **Tables 4.1 and 4.2**, showing the peak hour (highlighted) along with the preceding and subsequent peak hour time slots. In 2006, the period of 8:00am – 8:59am had the highest number of respondents, thereby making it the peak hour. In 2007, the peak hour was identified as 8:15am – 9:14am.

Table 4.1
FY06 Weekday Peak Hour

		Peak Period Time Frame (6:00am - 9:59am)					
		7:45am-8:44am		8:00am-8:59am		8:15am-9:14am	
		Resp Cnt	Col %	Resp Cnt	Col %	Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	292	37.34%	309	37.50%	329	40.42%
	Driver Modes	490	62.66%	515	62.50%	485	59.58%
	Total	782	100.00%	824	100.00%	814	100.00%

**Table 4.2
FY07 Weekday Peak Hour**

Peak Period Time Frame (6:00am - 9:59am)							
		8:00am-8:59am		8:15am-9:14am		8:30am-9:29am	
		Resp Cnt	Col %	Resp Cnt	Col %	Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	262	39.82%	250	36.28%	239	36.66%
	Driver Modes	396	60.18%	439	63.72%	413	63.34%
	Total	658	100.00%	689	100.00%	652	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

**Table 4.3
2000 - 2007 Survey Participation of TMD Employers and Employees**

	2007	2006	2005	2004	2003	2002	2001	2000
Employers Surveyed	94	120	111	119	226	147	189	97
Employers Responding	60	78	77	71	30	28	110	46
Employer Response Rate	65%	65%	69%	60%	8%	18%	58%	47%
Surveys Distributed	10,193	9,680	11,022	8,035	7,970	8,423	8,823	8,079
Surveys Returned	1,373	1,775	1,902	1,865	1,216	1,487	1,623	1,560
Employee Response Rate	14%	16%	17%	23%	15%	18%	18%	19%

As **Table 4.3** indicates, survey participation by employers has fluctuated considerably since 2000, so that an upward trend in participation is only now becoming clear, with an average rate of 65 percent since 2004. Employee participation has remained fairly steady over the years, with an average from 2000 - 2007 of 18 percent. The fluctuation in employer participation can be attributed to the methodology required by the County, wherein the pool of surveyed companies changes year to year.

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 comply with the 80% survey response rate established by the County Code. Five employers exceeded the 80% response rate in 2004, none achieved it in 2005, one company met the goal in 2006 (Lerch, Early & Brewer, with 88% returned) and one company in 2007 (Bank of America, with 100% returned).

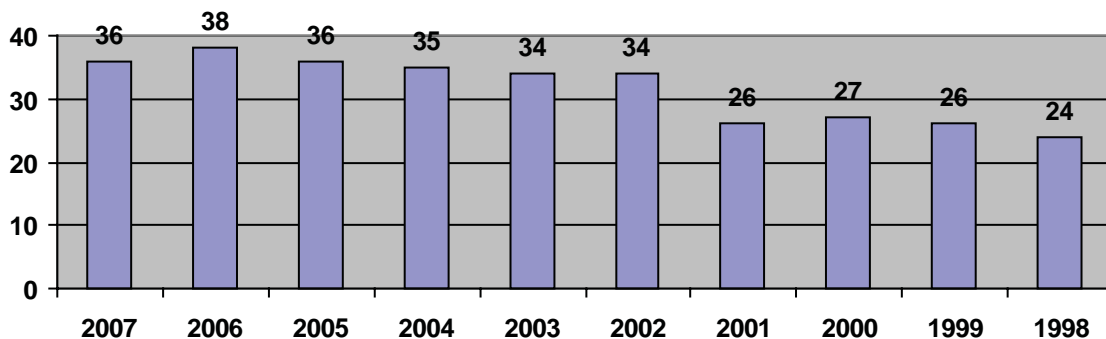
B. Mode Choice

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 CBD. Respondents’ mode choices are described for the AM peak hour. In 2006, 38% of respondents did not drive alone to the CBD during the peak hour of 8:00 am – 8:59 am, choosing to take transit, carpool/vanpool, walk, bike or telework instead. In 2007, the peak hour was 8:15 am – 9:14 am, and during that time 36% of respondents did not drive alone to the CBD. The average NADMS for FY06 – FY07 was 37%, an increase of two percentage points from the average of FY04 – FY05 NADMS of 35%, which reflects a number of factors including:

- **Prices at the Pump:** Gas prices averaged more than \$3 a gallon in the Washington region in FY2006 and FY2007, causing many commuters to consider other options besides driving alone.
- **Enhanced Commuter Benefits:** Montgomery County’s enhanced and expanded Super Fare Share program received an overwhelming response from downtown Bethesda companies. Eight new companies enrolled between April and June 2007 following a marketing effort by BTS to publicize the increased Super Fare Share benefits. In FY07, Bethesda had a total of 76 participating employers.
- **Proximity to Metrorail:** More than 1.3 million square feet of office space is available within two blocks of the Metrorail station. Studies have shown that proximity to transit is critical to increasing the transit mode share for employees.
- **Ride On Service:** Over the last decade, with new and expanded service, the number of Ride On passengers has increased by 50 percent. Since 2004, ridership has grown by 23 percent.



**Figure 4.1
Non-Auto Driver Mode Share (NADMS)**



See **Tables 4.4 and 4.5** below for the breakdown of mode share within the peak hour for 2006 and 2007. Also see **Appendix D** for a complete breakdown of 2006 and 2007 Annual Survey results, including Mode Choice by Employer.

Table 4.4
2006 Peak Hour Mode Choice

2006 Peak Hour Modal Split - 8:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	58.6%
	CP/VP driver	4.0%
	CP/VP rider	1.7%
	Bus	7.4%
	Train	23.9%
	Walked/Bicycled	4.4%
	Other	0.0%

Table 4.5
2007 Peak Hour Mode Choice

2007 Peak Hour Modal Split - 8:15am - 9:14am		
M - F Weekly Mode Split	Drove alone	61.3%
	CP/VP driver	3.0%
	CP/VP rider	2.2%
	Bus	7.3%
	Train	21.8%
	Walked/Bicycled	4.2%
	Other	0.1%

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 4.6** indicates, the AAO in 2006 was calculated at 1.03, then back to 1.04 in 2007. Though AAO has fluctuated over the years, it has not changed significantly since BTS began tracking it in 1999.

Table 4.6
Average Auto Occupancy

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

Table 4.7
Commute Patterns - Sector Plan Objective & 2006 Survey Results

Commute Type	Stage 1 Sector Plan Objective	2006
Non-SOV		38.6%
AAO	1.27	1.03
NADMS – AM Peak 8:00 – 8:59 AM	32%	38%

Table 4.8
Commute Patterns - Sector Plan Objective & 2007 Survey Results

Commute Type	Stage 1 Sector Plan Objective	2006
Non-SOV		39.4%
AAO	1.27	1.04
NADMS – AM Peak 8:00 – 8:59 AM	32%	36%

D. Transit Usage and Pooling

With 29% of Bethesda commuters choosing rail or bus service in FY07 – up from 26% in FY06, the Bethesda Metro Station continues to be one of Montgomery County’s busiest transit centers. Overall transit use in the Montgomery County and the Washington Metro region continues to steadily increase. In FY07, Ride On reported a three percent increase in ridership from the previous fiscal year, while Metro’s ridership grew by one percent, or two million passengers in FY07.

While transit use is on the rise, carpooling is on the decline locally and the nationwide. 5% of respondents reported carpooling in 2006 and 2007. While that is just a 1% decline from 2005, it is a 50% decline from 1995 when 10% of Bethesda employees carpooled. According to *Commuting in America III*, published by the Transportation Research Board in 2006, carpooling shares nationwide have dropped from 20% in 1980 to about 12% in 2000.

E. Other Modes: Biking & Walking

Biking and pedestrian rates remained steady at 4% in 2006 and 2007. In a November 2006 interview with *BTS News!*, Royce Hanson, chair of the Montgomery County Planning Board, said the focus on managing traffic will be “doing anything we can to reduce internal traffic to make it easier to bike or walk.” He indicated that priorities are improving pedestrian safety along Wisconsin Avenue and making cross-county biking more viable by connecting the Capital Crescent Trail with the Metropolitan Trail.



Several important bike and pedestrian improvements were completed by Montgomery County during FY06 and FY07 in downtown Bethesda including:

Bethesda Avenue/Woodmont Avenue Intersection Improvements

- Construction was completed for a pedestrian bump-out at the intersection. It provided the following pedestrian/cyclist safety design elements:
- Removal of the hot right turn from southbound Woodmont Avenue to westbound Bethesda Avenue for the purpose of expanding the existing pedestrian refuge island .
- Bump-out curb lines at the southwest corner (in front of the Barnes and Noble bookstore) and installation of a pedestrian refuge brick island to decrease expansive pavement roadway width and decrease pedestrian crossing time.
- Wider crosswalks (16-foot) were installed to accommodate the large volume of pedestrians and bicyclists. The 4-foot wide handicap ramps were also expanded to 6-foot wide landings.

On-Road Bike Lanes Woodmont Ave. between Bethesda Ave. and Edgemoor Ln.

- Installation was completed of 5-foot wide on-road bike lanes along southbound Woodmont Avenue from Bethesda Avenue to Edgemoor Lane, and along northbound Woodmont Avenue from Bethesda Avenue to Hampden Lane.
- The purpose of the bike lanes is to provide access to the Metro and to enable people to take up cycling as a safe and efficient form of transport as well as an enjoyable recreational activity.

Intersection Improvements - Norfolk Ave. between Rugby/Glenbrook Aves. to Woodmont Ave.

- Construction was completed on pedestrian bump-outs at the following streets intersecting with Woodmont Avenue: Rugby Avenue/Glenbrook Avenue; Auburn Avenue; Del Ray Avenue; Cordell Avenue; St. Elmo Avenue; and Fairmont Avenue.
- Modified existing traffic signals were installed with provisions for pedestrian countdown timers.
- Four-way stop created at the intersection of Norfolk and Rugby Avenues.

Biking

Bicycle use is strongly encouraged and vigorously supported in Bethesda's CBD. The Capital Crescent Trail is Bethesda's main bicycle artery, connecting the downtown business district to major employment centers such as the National Institutes of Health, Silver Spring and Washington, DC. The trail is also popular with recreational cyclists because it links with the C&O Canal Towpath and the Rock Creek Park Trail.

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



Bike racks are also located throughout Bethesda's commercial district to meet the needs of bike commuters, recreational cyclists and shoppers.

Through the efforts of BTS and the County's DPWT, the number of bicycle racks more than tripled to 66 since 2002. 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 C** for the list of Bethesda companies with bicycle amenities, and **Appendix H** for a map indicating where bike racks are located throughout downtown Bethesda.

Full color maps detailing the location of the bike racks (pictured on opposite page), and an instructional flyer on how to use the bike racks are produced and distributed by BTS 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 4.9
Biking in Bethesda at a Glance

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

Walking

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

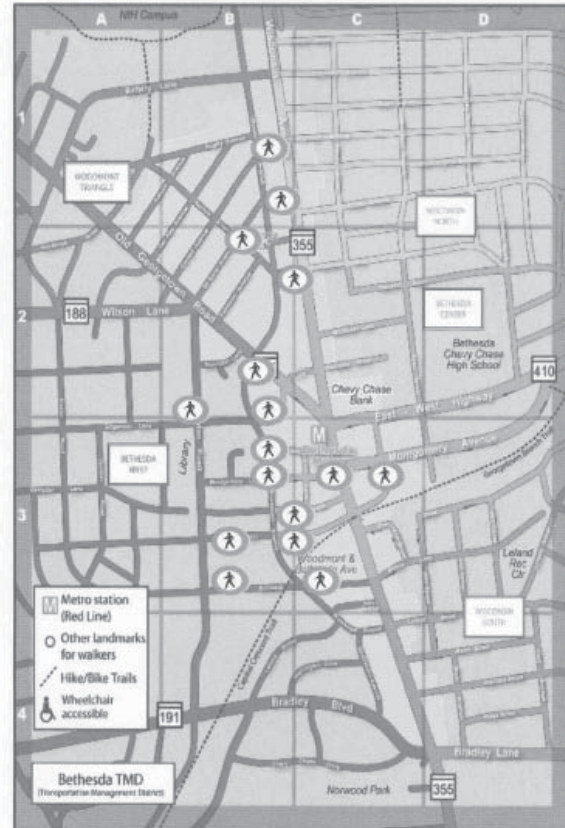
With the focus on creating a more walkable and liveable community that is safe for pedestrians, BTS worked closely with the County's DPWT on the installation of pedestrian countdown signals at 15 key intersections in the CBD. There are a total of 16. The intersection at Wisconsin Avenue and Montgomery Avenue received pedestrian countdown signals in 2002 through a federal pilot program.

The countdown signals work by displaying the number of seconds left until the traffic light changes, alerting pedestrians to how much time they have to cross the street safely.

The following intersections have countdown timers (see **Figure 4.2** below or **Appendix G** for a full-size map):

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

Figure 4.2
Location of Countdown Pedestrian Signals



F. Other Work Schedules: Telecommuting/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 telecommute, from home or a telework site, or who are off due to a compressed work schedule represent 2% of respondents in 2006 and just over 2% in 2007, which shows a slight increase from 1% in 2005. As more employers implement formal teleworking policies, this figure is expected to increase.

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 4.10** provides a breakdown of residential origins of commuters.

Table 4.10
Residential Origin of Surveyed Commuters

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

V. TRAFFIC, PARKING AND RIDERSHIP TRENDS

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



A. Traffic Conditions

Traffic flow was measured in 2006 and 2007 at 19 County-designated intersections and jurisdictional boundaries (cordon line) in and around the CBD. The counts were conducted by MCV Associates of Alexandria, an independent traffic consultant, and are used to determine where traffic control measures need to be implemented. Traffic counts were also completed in '94, '95, '00, '01, '03 and '05.

Methodology

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

Glossary of Measurements

- **Vehicle Turning Movement** involves studying each turn made at the intersection, looking at “left,” “through” and “right” movements in “north” or “south” directions.
- **Pedestrian Traffic Summary** looks at the movement of each pedestrian traveling through the intersection, dividing the intersection into the “north leg,” “east leg,” “south leg” and “west leg.”
- **Critical Lane Volume Method** computes the maximum number of vehicles crossing the center point of an intersection within a specified period, usually the morning or evening peak hour.
- **Level of Service** is a standardized, qualitative measure used to describe the level of traffic congestion, general speed and degree of maneuverability on a specified section of the roadway. A rating of “A” indicates free flowing traffic movements. As the rating decreases from “B” to “F” (the lowest rating), traffic increases in volume, becoming more of a forced flow.

Results

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

The AGP congestion standard for the Bethesda CBD is a CLV of 1800. None of the intersections within

the CBD exceeded this threshold. Only one intersection beyond the boundaries of the CBD (Cedar Lane/Rockville Pike) failed to meet the standard. Of the 19 intersections rated for LOS only three performed below the adopted standard of D/E, only one of which lies within the limits of the CBD (Wisconsin Ave/Bradley Blvd.).

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

Table 5.1
2006 Intersection Level of Service – Peak Period

INTERSECTION	AM Peak		PM Peak	
	CLV	LOS	CLV	LOS
Arlington Road & Elm St	579	A	787	A
Pearl St. & East-West Hwy	923	A	761	A
Arlington Rd & Bethesda Av	1,009	A/B	861	A
Woodmont Av & Cordell Av	776	A	511	A
Wisconsin Av & Elm St	744	A	1,018	A/B
Pearl St & Montgomery Av	895	A	904	A
Leland & Bradley Blvd	817	A	1,305	C/D
Woodmont Av & Bethesda Av	589	A	759	A
Old Georgetown Rd & Battery Ln	1,198	C	1,248	C
Woodmont Av & Battery Ln	860	A	621	A
Wisconsin Av & Woodmont Av	1,054	B	1,360	D
Arlington Rd & Bradley Blvd	1,036	B	1,139	B/C
Old Georgetown Rd & Cedar Ln	1,403	D	1,486	E
Wisconsin Av & Montgomery Av	1,250	C	1,465	D/E
Old Georgetown Rd & Arlington Rd	358	A	285	A
Wisconsin Av & Bradley Blvd	1,483	E	1,632	F
Wisconsin Av & East-West Hwy	1,304	C/D	1,326	D
Rockville Pike & Jones Bridge Rd	829	A	1,587	E/F
Rockville Pike & Cedar Lane	2,217	F	1,968	F

Table 5.2
2006 Vehicle Turning Movement & Pedestrian Traffic

INTERSECTION	AM Peak		PM Peak	
	VTM	Pedestrian	VTM	Pedestrian
Arlington Road & Elm St	4,553	110	3,909	125
Pearl St. & East-West Hwy	3,707	1,063	3,227	671
Arlington Rd & Bethesda Av	5,003	343	4,317	418
Woodmont Av & Cordell Av	4,138	241	2,658	407
Wisconsin Av & Elm St	8,622	1,125	6,945	1,056
Pearl St & Montgomery Av	4,635	866	2,778	492
Leland & Bradley Blvd	5,812	63	5,695	65
Woodmont Av & Bethesda Av	2,568	499	2,818	1,260
Old Georgetown Rd & Battery Ln	7,396	60	6,255	63
Woodmont Av & Battery Ln	4,527	144	3,270	71
Wisconsin Av & Woodmont Av	10,879	87	8,307	88
Arlington Rd & Bradley Blvd	7,043	124	6,295	140
Old Georgetown Rd & Cedar Ln	9,899	79	8,364	80
Wisconsin Av & Montgomery Av	11,166	1,462	12,200	714
Old Georgetown Rd & Arlington Rd	6,836	334	6,784	380
Wisconsin Av & Bradley Blvd	10,263	76	8,970	89
Wisconsin Av & East-West Hwy	10,616	1,075	12,427	1,702
Rockville Pike & Jones Bridge Rd	9,384	37	9,376	23
Rockville Pike & Cedar Lane	19,310	47	13,228	59

Table 5.3
2007 Critical Lane Volume & Level of Service

INTERSECTION	AM Peak		PM Peak	
	CLV	LOS	CLV	LOS
Arlington Road & Elm St	580	A	810	A
Pearl St. & East-West Hwy	963	A	687	A
Arlington Rd & Bethesda Av	840	A	836	A
Woodmont Av & Cordell Av	602	A	532	A
Wisconsin Av & Elm St	807	A	954	A
Pearl St & Montgomery Av	585	A	1,072	B
Leland & Bradley Blvd	244	A	873	A
Woodmont Av & Bethesda Av	592	A	641	A
Old Georgetown Rd & Battery Ln	1,179	C	1,267	C
Woodmont Av & Battery Ln	876	A	662	A
Wisconsin Av & Woodmont Av	712	A	1,071	B
Arlington Rd & Bradley Blvd	995	A	1,175	C
Old Georgetown Rd & Cedar Ln	1,179	C	1,628	F
Wisconsin Av & Montgomery Av	929	A	1,220	C
Old Georgetown Rd & Arlington Rd	1,411	D	1,390	D
Wisconsin Av & Bradley Blvd	1,480	E	1,618	E/F
Wisconsin Av & East-West Hwy	1,291	C/D	1,070	B
Rockville Pike & Jones Bridge Rd	1,466	D/E	1,540	E
Rockville Pike & Cedar Lane	2,036	F	1,866	F

Table 5.4
2007 Vehicle Turning Movements & Pedestrian Traffic

INTERSECTION	AM Peak		PM Peak	
	VTM	Pedestrian	VTM	Pedestrian
Arlington Road & Elm St	3,710	380	3,703	388
Pearl St. & East-West Hwy	4,509	1,013	2,911	456
Arlington Rd & Bethesda Av	4,399	330	4,321	430
Woodmont Av & Cordell Av	3,265	300	2,520	349
Wisconsin Av & Elm St	8,366	N/A	6,663	N/A
Pearl St & Montgomery Av	2,991	236	4,295	192
Leland & Bradley Blvd	4,607	112	4,091	130
Woodmont Av & Bethesda Av	2,545	343	2,443	608
Old Georgetown Rd & Battery Ln	7,187	90	6,316	59
Woodmont Av & Battery Ln	4,601	N/A	3,473	N/A
Wisconsin Av & Woodmont Av	9,773	132	7,600	54
Arlington Rd & Bradley Blvd	6,698	119	6,241	214
Old Georgetown Rd & Cedar Ln	9,656	46	8,804	24
Wisconsin Av & Montgomery Av	8,950	1,202	8,384	1,258
Old Georgetown Rd & Arlington Rd	8,506	324	7,586	376
Wisconsin Av & Bradley Blvd	10,400	71	8,455	105
Wisconsin Av & East-West Hwy	10,761	1,840	6,812	1,604
Rockville Pike & Jones Bridge Rd	14,065	383	10,232	177
Rockville Pike & Cedar Lane	18,270	86	13,463	50

B. Ridership Trends

When Bethesda's Metro station opened in 1984 it helped usher in an era of rapid growth and became the epicenter of development. More than 20 years later, Metro is one of the keys to Bethesda's success as a vibrant urban center. Situated along Metro's Red Line, the Bethesda Metro station is located in the heart of downtown just blocks away from major office complexes and services nine Ride On routes and three Metrobus routes.

Metrorail and Metrobus Ridership

Metrorail ridership increased for the 11th consecutive year system wide, with more than 200 million passengers reported in FY07. The average weekday ridership topped 700,000 for the first time ever.

In October 2006, the Bethesda Metro station was chosen as one of five pilot sites for dedicated express lanes for passengers using SmarTrip cards. With SmarTrip-only faregates, 32 customers can pass through each minute, compared with 22 per minute. Bethesda was selected because about 80-percent of riders pay their fares with SmarTrip.

Table 5.5
Metrorail Ridership – Bethesda Station
AM Peak & PM Peak – FY06 & FY07

YEAR	MONTH	EXIT – AM Peak (5:30 – 9:30 am)	ENTRIES – PM Peak (3:00 – 7:00 pm)
2005	July	2,839	3,407
2005	August	2,803	3,299
2005	September	2,949	3,492
2005	October	2,986	3,598
2005	November	2,905	3,447
2005	December	2,670	3,319
2006	January	2,934	3,408
2006	February	2,948	3,489
2006	March	2,941	3,516
2006	April	2,943	3,568
2006	May	3,109	3,660
2006	June	3,140	3,776
2006	July	3,146	3,666
2006	August	3,003	3,440
2006	September	3,052	3,569
2006	October	3,159	3,694
2006	November	3,126	3,707
2006	December	2,939	3,552
2007	January	3,088	3,632
2007	February	3,004	3,543
2007	March	3,194	3,760
2007	April	3,091	3,666
2007	May	3,296	3,802
2007	June	3,354	4,021

Source: Washington Metropolitan Area Transit Authority (WMATA)

Table 5.6
Metrobus Boarding & Alighting
Bethesda Metro station
Selected Dates FY02 – FY07

Routes	Date	AM			PM		
		Boardings	Alightings	TOTAL	Boardings	Alightings	TOTAL
J2, J3	8/02	75	330	405	144	238	382
J2, J3	9/02	70	30	100	450	99	549
J4	1/06	0	194	194	133	0	133
J7, J9	2/05 – 4/05	0	151	648	130	2	982

Source: Washington Metropolitan Area Transit Authority (WMATA)

Table 5.7
Mode of Access for Bethesda Metrorail Riders

Mode of Access	Number of Riders (all day)	Percent
Metrobus	206	2%
Ride On	683	7%
Other bus	123	1%
Drove & Parked	902	9%
Rode with Someone who Parked	57	1%
Dropped Off	615	6%
Bicycle	12	1%
Walk	6880	71%
Unknown	156	2%
TOTAL	9634	100%

Source: WMATA 2002 Rail Passenger Survey

Ride On

Ride On continues its upward trend in ridership. In FY06, the County's bus system reported a 3% increase in passengers from FY05. Between FY95 and FY05, ridership increased by 43-percent, and puts Ride On on track to meet its goal of doubling ridership by 2020.

Table 5.8
**Average Ride On Boarding/Alighting
Bethesda Metro**

Ride On Route	Alighting	Boarding	Period
Route 29	180	162	FY07
Route 30	206	176	FY06
Route 32	N/A	N/A	
Route 33	37	30	FY06
Route 34	300	322	FY07
Route 36	198	224	FY06
Route 42	130	193	FY07
Route 70	133	90	FY06
TOTAL	1,184	1,197	

Source: Montgomery County Dept. of Public Works and Transportation

In September 2006, management of Ride On route 92 (formerly the "Bethesda 8" Trolley) was turned over to the Bethesda Urban Partnership (BUP). Renamed the **Bethesda Circulator**, the service is the same, but the Circulator's ridership is no longer reflected in Ride On's overall figures. This accounts for a reduction of about a 1-percent loss of Ride On's ridership. Even with this change, the County's system has continued to show strong growth in ridership.

Bethesda Circulator

Ridership on the Bethesda Circulator has increased steadily since BUP took over management in September 2006. Nearly 26,000 passengers rode the Circulator in May 2007; that's an increase of about 8,000 passengers from September. Nearly 214,000 passengers rode the Circulator during its first ten months of service.

The Circulator runs approximately every ten minutes between Bethesda Avenue and Rugby Avenue. Its operating hours are Monday through Thursday, 7:00am to 12:00am, Friday from 7:00am to 2:00am, and Saturday from 6:00pm to 2:00am.

Table 5.9
Bethesda Circulator – Ridership Sept '06 – June '07

Month	Ridership Total
September	17,892
October	20,735
November	18,683
December	18,318
January	21,089
February	19,873
March	22,946
April	24,170
May	25,812
June	24,282
TOTAL	213,800

C. Parking Supply and Usage

Bethesda's Transportation Management District 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. The PLD is an independent taxing district with obligations to bondholders who finance PLD facilities. Along with supporting the TMD, the PLD funds are used for mass transit, economic development and parking operations.

Public Parking

According to Montgomery County DPWT, there were 7,510 long and short-term public parking spaces available in FY07. In January 2006, renovations were completed on the Woodmont Corner Garage (garage 11), bringing an additional 740 parking spaces back into operation.

The entire front of Garage 11 facing Woodmont Avenue received a facelift. Elevators, masonry, stairs, electrical and plumbing systems and floor slabs were all upgraded. The renovations cost \$18 million and were funded by the PLD's parking revenues and revenue bonds.

A “pay-on-foot” (POF) system was also installed during the refurbishment process. To park, drivers take a ticket at the entry gate of the garage. Signs are posted to remind motorists to take the tickets with them. When it’s time to exit, drivers insert the ticket at one of the pay stations and pay with cash for the time parked. The ticket is returned and must be inserted as they exit to lift the gate.

As of the end of FY2007, the public long-term parking rate was 50 cents per hour. A monthly permit could be purchased at the Cheltenham Parking Store for \$95. Patrons using the Woodmont Corner Garage could purchase a prorated “Frequent Parker Card” at the manager’s office located near the Woodmont Avenue entrance. Monthly permits could be purchased for as little as \$10 for registered carpools.

The Sector Plan estimated that during 1992, about 20,000 parking spaces were available and that there would be a need for an additional 8,750 parking spaces, of which 4,800 would be public parking spaces. In FY07, 6,414 public spaces were available in accordance with AGP guidelines.

Table 5.10
Long-term Public Parking Supply and Usage
FY06 & FY07

Garage/Lot	FY2006				FY2007			
	Total Capacity	Long-term Usage	Short-term Usage	Total Usage	Total Capacity	Long-term Usage	Short-term Usage	Total Usage
11 - Woodmont/ Old Georgetown	763	45%	91%	50%	1082	55%	82%	1082
35 - Woodmont	487	100%	99%	100%	487	100%	92%	99%
36 - Auburn/Del Ray	729	71%	23%	64%	729	72%	25%	65%
40 - St. Elmo	317	100%	100%	100%	313	100%	98%	99%
42 - Cheltenham	335	84%	15%	77%	335	73%	12%	66%
47 - Waverly	821	78%	66%	76%	815	85%	79%	84%
49 - Woodmont/ Metropolitan	914	94%	94%	94%	914	89%	91%	89%
57 - Bethesda Ave./ Elm St.	898	94%	92%	94%	898	92%	70%	90%
10 - Walsh Street	95	100%	97%	99%	94	100%	97%	99%
24 - Willow/Leland	210	100%	78%	86%	210	100%	90%	95%
25 - Maple/ Highland	126	69%	52%	65%	124	60%	36%	53%
28 - Cordell	18	n/a	100%	100%	18	n/a	100%	100%
31 - Bethesda Ave.	270	100%	100%	100%	270	100%	99%	100%
39 - Del Ray	19	100%	n/a	100%	19	100%	n/a	100%
41 - Middleton	18	n/a	63%	63%	18	n/a	81%	81%
43 - Woodmont	37	n/a	100%	100%	37	n/a	97%	97%
44 - West Virginia	52	99%	54%	67%	51	89%	47%	59%
TOTAL	6,109	82%	81%	82%	6,414	81%	79%	81%

Source: Montgomery County Dept. of Public Works and Transportation

Private Parking

In the latest BTS Private Parking Inventory, staff found 20,179 long- and short-term parking spaces.

Starting with the previous inventories, staff identified 19,708 private spaces in 2003. A second inventory was conducted in 2005 that found 19,552 spaces with the reduction coming from losses due to construction at the time.

The current inventory reflects an increase in construction activity that has some impact on available private, off-street parking. However, as noted during the other surveys, several private parking facilities offer parking to the general public -- indicating available spaces beyond the primary building being served.

Parking modifications, including gains and losses, incorporated in this inventory are:

- Construction at the Air Rights Building with a loss of 130 spaces and an expected gain of 55 spaces;
- 20 commercial spaces now reserved for St. John's Church;
- 319 additional at Wisconsin and Bradley;
- 132 spaces removed by the closure of the Four Points Sheraton Hotel;
- 246 additional spaces at Bethesda Row;
- 17 removed at West Virginia Ave.;
- 2 removed at Fairmont Ave.;
- 15 added at Del Ray Ave.; and
- none being provided by Lions Gate.

VI. CONCLUSIONS, TRENDS & RECOMMENDATIONS

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



TMD staff promote programs and services to encourage transportation alternatives. Staff also promote the commuting benefits of working in downtown Bethesda. The Metro station is just blocks away from most office buildings, or just a few stops away along the free Bethesda Circulator route. There are also a number of Ride On and Metrobus routes that serve the downtown Bethesda area.

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

Transit

Bethesda commuters already use alternative modes in large proportions. From FY06 through FY07, 37% of respondents were “non-drivers” using transit, walking, biking or “pooling” (riding in carpools or vanpools), which meets the AGP goal for non-drivers in the CBD. Of these non-drivers, transit users are by far the largest group of non-drivers.



Transit use is expected to continue to rise as fuel costs increase and more employers take advantage of federal, state and county benefit and incentive programs to bolster their employee attraction and retention. The number of Super Fare Share participants in Bethesda more than tripled between FY2000 and FY2005, and from FY2006 to FY2007, the number grew by another 25%. BTS will continue to promote Super Fare Share and the use of all types of public transit as central pieces of our work towards the mission of the TMD.

Carpool/Vanpool

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

Encouraging people to carpool remains a top priority for BTS staff. Knowing that time and money savings are key factors when commuting decisions are being made, we promote ridesharing as a viable

transportation alternative. Survey respondents who indicated that they participated in a carpool or vanpool remained steady at 5% from FY2006 and FY2007. We expect ridesharing to increase as fuel costs continue to rise, and BTS staff plan to enhance efforts to actively promote free carpool matching services, reduced-rate parking permits for carpoolers, as well as the Guaranteed Ride Home program.

Biking/Walking/Teleworking

The rate of bikers, walkers and teleworkers held steady for the past several years, but by the end of FY2007 we have begun to see an increase in these areas. Transit-oriented development in Bethesda should continue to enable and enhance use of biking and walking to work as an alternative to driving.



Teleworking is an important TDM strategy as well as a very effective business management tool. Great potential exists for expanding telework programs and the number of employees who telework in county. As part of its outreach to employers, TMD staff promotes the adoption of formal telework policies, and the rise of new

technologies and programs like the Maryland Telework Partnership With Employers and Telework Exchange are making it easier for companies to integrate telework programs into their business models. Many companies already have informal teleworking arrangements, but the TMD will continue to encourage companies to establish formal telework policies; a broader use of the formal practice will have the greatest potential for traffic reduction.

Traffic and Parking

Traffic surveys conducted by consultants indicate that traffic levels have remained relatively constant within the CBD. No intersection within the CBD exceeded the AGP congestion standard of 18,000 vehicles during the peak periods.

Free or subsidized parking remains one of the biggest challenges to reducing SOV rates. Since many companies offer free or subsidized parking as a benefit, BTS staff encourage employers to offer “parking parity” as well – an equal benefit to transit users in the form of transit vouchers or a parking cash out. BTS will continue to get the message to employers that providing parking benefits alone rewards those who contribute to congestion, while penalizing those who are helping address congestion problems by utilizing alternative commute modes.



Use of long-term parking spaces in public garages and lots came down from 88% in FY2005 to 81% in FY2007, which could reflect a positive trend of fewer employees driving to work.

Conclusions & Recommendations

The Bethesda TMD has met and exceeded the Stage II goal of 37% NADMS as established by the Sector Plan. Achievement of this goal is a strong indicator of the success of BTS' marketing efforts, combined with rising fuel costs and a generally shrinking economy.

Responses to the 2007 survey, on the likelihood of SOV drivers switching to an alternative transportation mode if presented with certain incentives, provide some insight. From the below responses, it seems clear that a monthly subsidy is the most attractive incentive for using alternative modes:

- 11% of respondents indicated an interest in free carpool parking
- 25% said a \$100 monthly transit subsidy would encourage them to try an alternative mode
- 5% indicated rideshare assistance would be helpful
- 12% were interested in a guaranteed ride home program

BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBCs) in the CBD. Staff will continue to develop relationships and network with TBCs as BTS assists them in complying with Montgomery County legislation 32-02 which requires businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan (TMP) with the County's Department of Public Works and Transportation.

Enrollment in Montgomery County's Super Fare Share program surged in FY07 due to increased and expanded benefits. To encourage more participation, the County began offering employers a nine-year commute subsidy for their employees worth up to \$30,000 a year in benefits, or \$270,000 over the life of the program. BTS will continue to aggressively promote Super Fare Share.

BTS will work closely with the County and Super Fare Share companies to incrementally replace metrocheks with SmarTrip cards.

BTS will continue to work with its partners to promote programs and services that will sustain the achieved mode share, while continuing to reduce single occupancy trips and promoting economic growth.

The federal government's Military Base Realignment Plan (BRAC) is expected to directly impact traffic in downtown Bethesda as 4,200 jobs are relocated to the National Naval Medical Center on Rockville Pike by 2010. BTS will work with the County to implement any recommendations made by a County task force appointed to look into the issues surrounding BRAC.

APPENDICES

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Appendix A Super Fare Share Companies FY06 – FY07

	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	12	May 2001
American Occupational Therapy	90	50	March 2004
Arkin Youngentob	7	5	December 2001
BF Saul Co.	170	28	September 2004
Bethesda Cares	15	3	December 2002
Bethesda Urban Partnership	23	12	August 2004
Bethesda Physicians	4	1	October 2004
Bigdough	107	20	June 2003
Brothers Sew & Vac	2	1	April 2007
Caldwell & Company	7	7	February 2006
Calvert	147	48	June 2003
Cambridge Information Group	80	26	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 Cars	136	36	May 2001
Children in the Shoe	54	41	January 2002
Chindex International	14	4	March 2006
Cibernet Corporation	15	4	June 2003
Clark Enterprises	40	12	June 2001
Creative Parties	23	2	September 2001
DCP Retirement Services	11	5	November 2002
EagleBank	60	17	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
Farrell & Associates	2	1	July 2006

Super Fare Share Companies FY06 – FY07

Continued

	Total TMD Employees	Subsidy Participants	Enrollment Date
Fidelity & Trust	120	22	March 2005
Foster Associates, Inc.	26	14	October 2002
Gaylord Lamps & Shades	10	4	April 2007
GMAC Residential Funding	112	28	October 2002
Greenberg, Wexler & Eig	7	4	April 2005
Harvey Property Management	11	2	May 2003
Hileman & Associates	7	1	January 2006
Home Advisors	4	1	January 2003
HRG Consultants	3	2	December 2001
Huguely Companies	3	1	December 2001
Imagination Stage	40	12	May 2003
Int'l Municipal Lawyers Assoc.	8	8	June 2007
JG Perpich	5	2	August 2005
Kaulkin Ginsberg	13	2	July 2005
Kids Moving Company	7	2	March 2005
KFH Group	16	5	April 2007
Landmark Theatres	30	25	February 2003
Leavy & Frank, LLC	10	8	April 2007
Lerch, Early & Brewer	84	17	October 2004
LexisNexis	250	65	November 2002
Linowes and Blocher, LLP	100	15	January 2004
Market Bridge Corp.	85	15	June 2001
National Energy & Gas Transmission	233	55	July 2004
Omega Tax	8	2	February 2003
PDA	28	12	May 2003
Project Hope	28	20	June 2001
Providence Commercial	4	4	October 2003
PTFS	67	16	March 2004
RCM&D	12	3	July 2005
Realty Management	15	3	August 2003
Ridberg, Sherbill & Aronson	11	2	November 2004
Robert E. Ward & Associates	14	4	June 2007
Sentech, Inc.	32	14	January 2007
South Beach Restaurant & Bar	23	6	January 2003
Trawick & Associates	22	9	November 2005
University Research Co.	75	35	October 2003
Washington CORE	22	9	April 2004
Z Communications	8	4	May 2003
TOTAL	4,786	1,765	

Appendix B Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 1

TRAFFIC MITIGATION PLAN		
Company/Organization: <u>Global Solutions</u>		
Address: <u>1234 Wisconsin Ave Bethesda, MD 20814</u>		
Number of Full-time Employees: <u>100</u> Part-time Employees <u>6</u>		
Submitted by: <u>Ellen Davis</u> Title: <u>Human Resources Director</u>		
Signature: _____ Date: <u>1-11-2005</u>		
<p>Here's our plan to reduce gridlock in Montgomery County by offering the selected transportation benefits to our employees. In the first column, we've placed an <i>E</i> next to the strategies that we already have in place, and <i>N</i> next to the strategies that we will implement with this year's Traffic Mitigation Plan. In the last column, we've described our current or planned efforts.</p> <p style="text-align: center;">E= Existing Strategy N= New Strategy * Required Strategy</p>		
	Traffic Mitigation Strategy	Employer Description
* E	Contact person designated to receive and distribute information	Ellen Davis, Human Resources Director 301-555-5555; edavis@globalsolutions.com We will notify the TMD in writing of any changes in this information
* E	Information on transit/pooling/other commute alternatives distributed/posted regularly (furnished by TMD)	Information on transportation services is posted in the employee break room.
* N	Facilitate TMD staff presentations to employees and HR/Administrative staff on commute information/alternatives on periodic basis	We hold an annual benefits seminar in the fall. We would like TMD Staff to attend to display information and answer employee questions.
* N	Guaranteed Ride Home Promotion (free regional program offering emergency rides)	We promote the Guaranteed Ride Home program to our employees. We provide brochures to employees with their monthly transit benefit.
* N	Annual Commuter Survey distributed to employees (short survey of transportation— supplied by TMD)	[Please describe your approach to gaining 80 percent participation from your employees] We will distribute survey to our employees via e-mail from our company president. We will also send an e-mail reminder.
* N	ADA information provided (transportation services for people with disabilities)	We will provide disabled employees with information on the regional Metro Access program and Montgomery County's Same Day Access program.
* N	Permanent display area for TMD-provided bus schedules and other transportation information	We plan to install a transit map and brochure racks in our employee break room.
* N	Compile information on yearly TMP activities and submit Annual Report	We will maintain a file on the promotion and implementation of the strategies selected above and include in our Annual Report to DPWT.
* N	Attendance at free CSS-sponsored meetings/workshops permitted for designated contact	Ms. Davis will be permitted to attend two such meetings per year.

Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 2

TRAFFIC MITIGATION PLAN		
	Traffic Mitigation Strategy	Employer Description
	person	
E	Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations)	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.
N	Free or reduced rate parking for car/vanpools offered to employees	We will post the TMD brochure which describes carpool parking at County parking garages.
N	Preferred location and/or reserved parking for car/vanpools offered to employees	We will post the TMD brochure which describes carpool parking at County parking garages.
N	Bike amenities at worksite, such as racks, lockers, and showers (TMD may be able to supply)	We will arrange to have bike racks installed in our garage.
E	Transit/pedestrian amenities at worksite, e.g. sidewalks, benches, etc.	Sidewalks and benches are located around our office building and throughout the downtown area.
N	Carpool matching for employees (as part of free region-wide matching program, or can be on-site only)	We will post the TMD brochure which explains this program.
N	Alternative work schedules: <input type="checkbox"/> Flex Time <input type="checkbox"/> Jobsharing <input type="checkbox"/> Compressed Work Week <input checked="" type="checkbox"/> Telecommute/Teleworking	We allow teleworking for some employees in special circumstances. We would be interested in formalizing this program and making it available to more employees.
E	Tax-free monthly transit subsidies provided to employees, including Super Fare Share, Fare Share and Metrochek.	We participate in the Super Fare Share program. We joined in September 2004. Thirty employees currently participate in the program. We inform new employees about the subsidy at orientation.
N	Maryland State Commuter Tax Credit for employers	TMD Staff explained that we qualify for the State's 50 percent tax credit on our contributions to employees commuting costs up to \$30/month. We will apply for credit this tax year.
E	Pre-tax payroll deduction for transit costs offered to employees (Saves employer & employee money)	We offer pre-tax transit deductions to employees.
	Transit passes/tokens offered for purchase at worksite (at full or reduced price)	
E	Subsidize employee parking and transit equally (if employee parking is currently subsidized, offer equal subsidy for transit costs)	We offer \$65 in Metrocheks per employee per month through the Super Fare Share program, we do not reimburse for parking.
N	Ozone Action Days participation (regional program to alert people to dangerous air quality days)	We will post Ozone Action Days info provided to us by TMD staff.
	Other : Please Indicate	

Please attach to cover letter and submit to:
Arthur Holmes, Jr., Director
Montgomery County DPWT c/o Commuter Services
8401 Colesville Road, Suite 150, Silver Spring MD 20910—301-565-5890 (fax)
with copy to:
Francine E. Waters, Director, Bethesda Transportation Solutions
7700 Old Georgetown Road Bethesda, MD 20814 240-223-0200 (fax)

Traffic Mitigation Plans & Annual Reports – Examples

Annual Report - Page 1

TRAFFIC MITIGATION PLAN ANNUAL REPORT	
* ADA information provided (transportation services for people with disabilities)	We have maintained ADA informational brochures throughout the year in our break room holder.
* Permanent display area for TMD-provided bus schedules and other transportation information	We maintain current transit info in our employee break area. We have contacted our TMD representative periodically to request additional brochures.
* Compile information on yearly TMP activities and submit Annual Report	The company maintains a file on all of our TMP activities. This report completes the year 2004-2005; we will begin a new file for 2005-2006.
Attendance at free CSS-sponsored meetings/workshops permitted for designated contact person	A company rep attended the "Bethesda Commuter Champions Luncheon" on April 28 th , 2004. We received a certificate for submitting our TMP and learned of outstanding transit benefits offered by other Bethesda employers. We were invited to attend the "Best Workplaces for Commuters" event in Silver Spring but were unable to attend.
Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations)	All new employees hired during the last 12 months have received the Metro pocket guide, information on GRH, Super Fare Share, our telecommute policy, etc. during their employee briefings. One new employee has signed up for Super Fare Share.
Preferred location and/or reserved parking for car/vanpools offered to employees	We have posted the BTS brochure, which discusses reduced monthly parking rates for carpools in County parking garages.
Bike amenities at worksite, such as racks, lockers, and showers (TMD may be able to supply)	We have posted information about Bethesda's public bike racks and the map showing the location of each rack.
Alternative work schedules: <input checked="" type="checkbox"/> Flex Time <input type="checkbox"/> Job-sharing <input type="checkbox"/> Compressed Work Week <input checked="" type="checkbox"/> Telecommute/Teleworking	We continue to offer Flextime and Telecommuting to employees. We often discuss flextime and telecommuting in our company email newsletter.
Tax-free monthly transit subsidies provided to employees, including Super Fare Share, Fare Share and Metrochek.	We continue to promote the Super Fare Share program to employees. One new employee has signed up for the program, to make the total current participation 24 employees. We match the County's

Traffic Mitigation Plans & Annual Reports – Examples

Annual Report - Page 2

TRAFFIC MITIGATION PLAN ANNUAL REPORT

	\$32.50 monthly subsidy to provide a total of \$65 to each participating employee.
Maryland State Commuter Tax Credit for employers	We have received a tax credit from Maryland for the transit subsidy we provide through Super Fare Share.
Other : Please Indicate Bicycle Commuting	We nominated 1 of our employees for Bethesda's "Bicycle Commuter Award", handed out at the Bethesda Bike to Work Day Event in May, 2004. We encouraged employees to attend the morning event and highlighted bicycling commuting in our company email newsletter.

Please submit to:

Arthur Holmes Jr., Director
 Mont. Co. DPWT / Commuter Services
 8401 Colesville Rd., Suite 150
 Silver Spring MD 20910
 301-565-5870 / 301-565-5890 FAX

AND

Francine E. Waters, Director
 Bethesda Transportation Solutions
 7700 Old Georgetown Rd
 Lobby Level
 Bethesda, MD 20814
 301-656-0868 / 240-223-0200 FAX



Appendix C
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			
Aeras Global TB Vaccine	X	X	X	
American Capital	X			
ASHP	X			
AMI Capital	X			
Assoc. for Financial Professionals	X			
Barnes & Noble	X			
Bethesda Sport & Health	X	X	X	
BF Saul & Co.	X			
Bierman, Geesing & Ward	X			
Bond Beebe	X			
Boston Consulting	X			
Calvert	X			X
Chevy Chase Bank	X	X	X	
Clark Construction	X	X	X	
Comcast Sportsnet	X			
Cosmos Corp.	X			
Costar Group	X			
Decklebaum, Ogens & Raferty	X			
Eagle Design & Management	X	X	X	X
Editorial Projects in Education	X	X		
Euro MotorCars	X	X		
First Washington Realty	X			
Futron	X	X		

Bethesda Companies with Bicycle Amenities
Continued

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
GE Healthcare	X	X		
Giant Food	X			
GMAC	X			
Green Park Financial	X			
Hanger Orthopedic	X			
Holiday Inn Bethesda	X			
Information, Inc.	X			
Lerch, Early & Brewer	X			
LexisNexis	X			
McCormick & Schmick's	X			
McDonald's Restaurant	X			
OPNET	X	X	X	
Ourisman Honda	X		X	
SS Papadopoulos & Assoc.	X			
PDA	X	X		
PTFS	X		X	
QRC	X			
Red Coats, Inc.	X			
Residence Inn Marriott	X		X	
Reznick Group	X			
Round House Theatre		X		
Stone Street Capital	X			
UBS Financial	X			
University Research Co.	X			
Vanguard Realty	X			

Appendix D 2006 Annual Commuter Survey



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

2006 ANNUAL COMMUTER SURVEY

Bethesda Transportation Solutions in partnership with Montgomery County, and help from your employer, is conducting this survey to find ways to improve transportation services in the County. Your participation is valuable and your answers will be confidential. Please return this survey in the enclosed postage paid reply envelope or visit us online at www.bethesdatransit.org to take the survey online. **Take the survey on line, give us your name, and you will be eligible for a weekly prize drawing. PLEASE RETURN THIS SURVEY BY JUNE 1, 2006.**

1. _____
EMPLOYER (Company/Organization) OFFICE ZIP CODE TODAY'S DATE

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., you 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.

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 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 Metrobus, Ride-On, or other bus							
Took Metrorail, MARC, Amtrak, or VRE train							
Walked or bicycled (entire trip from home to work)							
Other _____							

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? (*check ONLY one box*)
 drive alone carpool vanpool bus train bicycle/walk
 Did you work at your current work location one year ago? yes no

PLEASE TURN OVER AND COMPLETE QUESTIONS 6, 7, 8, and 9 ON THE OTHER SIDE OF THIS SHEET

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

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

- I never drive to work (*skip to Q8*)
- I park: in a lot/garage at my work location
 in a public lot/garage off-site
 on the street
 other _____

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

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

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

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

- No (*skip to Q9*) Yes

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

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

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

THANK YOU FOR COMPLETING THE SURVEY!

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

 Name

 Daytime Phone Number

 Mailing Address

 Email Address

PLEASE RETURN THIS SURVEY BY JUNE 1, 2006

2006 Annual Commuter Survey Results

Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	0.8%
6:00am hour:	5.1%
7:00am hour:	18.2%
8:00am hour:	43.1%
9:00am hour:	22.4%
10:00am or later:	10.4%

Work Departure Time	
Before 3:00pm:	4.6%
3:00pm hour:	6.7%
4:00pm hour:	17.7%
5:00pm hour:	38.8%
6:00pm hour:	19.8%
7:00pm or later:	12.4%

Peak Period Commuting	
Peak Period Commuter	61.6%
Off Peak Period Commuter	38.4%

Question 3. Overall Weekly Modal Split

2006 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	83 %	4 %	13 %	1 %	0 %	100 %
6:15 - 6:29	80 %	0 %	20 %	0 %	0 %	100 %
6:30 - 6:44	71 %	9 %	14 %	6 %	0 %	100 %
6:45 - 6:59	66 %	12 %	23 %	0 %	0 %	100 %
7:00 - 7:14	67 %	11 %	22 %	0 %	0 %	100 %
7:15 - 7:29	76 %	9 %	15 %	0 %	0 %	100 %
7:30 - 7:44	68 %	7 %	23 %	2 %	0 %	100 %
7:45 - 7:59	61 %	5 %	27 %	7 %	0 %	100 %
8:00 - 8:14	67 %	5 %	24 %	4 %	0 %	100 %
8:15 - 8:29	58 %	9 %	31 %	2 %	0 %	100 %
8:30 - 8:44	52 %	6 %	36 %	6 %	0 %	100 %
8:45 - 8:59	57 %	4 %	38 %	1 %	0 %	100 %
9:00 - 9:14	60 %	4 %	29 %	6 %	0 %	100 %
9:15 - 9:29	57 %	6 %	32 %	5 %	0 %	100 %
9:30 - 9:44	66 %	3 %	29 %	2 %	0 %	100 %
9:45 - 9:59	62 %	2 %	32 %	4 %	0 %	100 %
AVERAGE	66 %	6 %	26 %	3 %	0 %	100 %

Question 3. Overall Weekly Modal Split (continued)

Commute Mode	Mode Share - All Survey Respondents
Drove alone	59%
CP/VP driver	3%
CP/VP rider	2%
Bus	7%
Train	19%
Walked /bicycled	4%
Other	6%

Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	157	1.96	2.00

Question 5. Previous Modes Used

	Mode	Percent
Q5. Thinking back one year, how did you usually get to work?	Drove alone	66%
	Carpool	4%
	Bus	6.5%
	Train	19.6%
	Bike/Walk	4%

		Percent
Q5a. Did you work at your current location one year ago?	Yes	78.7%
	No	21.3%

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

	Mean	Median	Range
Q6a. Travel Distance (in miles)	15.6	12.0	92
Q6b. Travel Time (in minutes)	40.1	40.0	143
Q6c. Longest Travel Time (in minutes)	51.8	45.0	163

Q6d. Home County & State Analysis

	Percent
Montgomery County	54.8%
District of Columbia	12.9%
Northern Virginia	13.2%
Other Maryland	18.3%
Outside Metro Area	0.8%

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	60.6%
	In a public lot/garage off-site	22%
	On the street	0.6%
	Other	0.2%
	I never drive to work	16.6%

	Percent	
Q7a. How much do you pay to park?	I do NOT pay to park	25.7%
	I pay to park	74.3%
	Average Parking Charge	\$88.45

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	64.9%
	No	25.4%
	Don't Know	9.7%

If YES to Q8:

		Percent
Q8a. Do you personally receive a transit pass or other reimbursement or payment for commute expenses?	Refused/No Answer	3.3%
	Yes	41.6%
	No	55.1%

If YES to Q8a:

		Percent
Q8b. How much do you receive each month?	Refused/No Answer	1.7%
	\$1 - \$30	9.9%
	\$31 - \$60	26.8%
	\$61 - \$99	31.3%
	\$100+	30.4%

Question 9. Commuting Services

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?				
	Yes	Maybe	No	Use Now	Refused/No Answer
Assistance to form a carpool or vanpool	7.4%	12.3%	57.4%	2%	20.9%
Free Parking for carpool or vanpool	12.3%	11%	55%	0.8%	20.9%
\$100 monthly subsidy for vanpools	8.7%	12.5%	55.9%	0.2%	22.8%
\$100 monthly subsidy for transit	23.3%	11.3%	39.4%	12%	12.9%
Route/Schedule information for transit	9.1%	8.8%	51.5%	7.9%	22.6%
Ride in case of emergency for carpool, vanpool, or transit	13.7%	14.5%	48.1%	1.2%	22.5%
Secure locker or other storage for bicycle	6.4%	7.3%	62.9%	0.7%	22.7%

2006 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	244	0	0
Acacia Group	50	12	24%
American Association of Blood Banks	72	25	35%
American Capital Strategies	338	18	5%
American Inn Bethesda	33	26	79%
Aon Consulting	35	0	0
Artery Plaza 7200 West	35	0	0
AustinGrill	75	6	8%
Bank of America Mortgage	34	11	32%
Barnes & Noble	70	0	0
BB&T	26	10	38%
BDO Seidman LLP	85	36	42%
Benihana Inc.	55	0	0
Berkshire Mortgage Finance	90	9	10%
Betah Associates Inc.	100	0	0
Bethesda District Police Station	24	0	0
Bethesda Sport & Health	50	2	4%
Bethesda Urban Partnership	35	16	46%
Bethesda-Chevy Chase High School	143	19	13%
Bierman, Geesing & Ward LLC	49	0	0
Boston Consulting Group	98	14	14%
Bruce Variety	28	0	0
Calvert	189	59	31%
Cambridge Information Group	201	75	37%
Catapult Technology	70	7	10%
Chevy Chase Bank	1,070	331	31%
Chevy Chase Cars Inc.	140	22	16%
Chicken Out - Bethesda	25	0	0
Children in the Shoe	54	3	6%
Clark Construction Group	400	4	1%

2006 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Clark Foundations, Inc.	50	0	0
Clark Realty Builders LLC	100	1	1%
Clark Realty Capitol	60	2	3%
Cosi	50	0	0
COSMOS Corporation	38	5	13%
CoStar Group	358	1	0
Councilor, Buchanan & Mitchell, PC	39	31	80%
Cushman & Wakefield for Discovery	100	21	21%
Cystic Fibrosis Foundation	150	0	0
Daily Grill	85	20	24%
Datawatch Systems Inc.	100	12	12%
Development Alternatives	267	71	27%
Doubletree Hotel	144	0	0
Downey Communications	65	33	51%
Dresing Lierman Inc.	40	0	0
Eagle Design & Management	38	23	61%
Editorial Projects in Education	90	0	0
EuroMotor Cars	314	42	13%
Fair Collections and Outsourcing	92	0	0
Fidelity Trust & Mortgage	65	18	28%
First Assist Inc.	35	0	0
First Washington Realty	82	10	12%
Flavor X	42	11	26%
Foster Associates Inc.	41	6	15%
Gallagher & Associates	49	22	45%
GE Capital Healthcare	130	0	0
Gelman, Rosenberg & Freedman PC	86	2	2%
Giant Food	200	0	0
Gifford's Ice Cream Company	28	0	0

2006 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
GMAC Residential Funding	121	69	57%
Grapeseed	25	0	0
Greystone Servicing Corp.	30	7	23%
GTM Architects	49	11	22%
Hanger Orthopedic Group	100	2	2%
Houston's Restaurant	110	0	0
Hyatt Hotels & Resorts	259	0	0
Imagination Stage	38	21	55%
Information Inc	50	6	12%
Jaleo	50	15	30%
Jolie Day Spa	60	0	0
Joy of Motion Dance Center	30	2	7%
La Panetteria	25	0	0
Lerch, Early & Brewer	85	75	88%
LexisNexis	188	77	41%
Maryland Professional Staffing Services	65	0	0
McCormick & Schmick's	50	5	10%
McDevitt Street Bovis	45	0	0
McDonald's Restaurant	40	0	0
Miller & Long Co. of Maryland	50	15	30%
MortgageStar Inc.	60	6	10%
National Electrical Contractors Assoc.	53	33	62%
Nextel Communications	80	0	0
NOVA Research Company	46	21	46%
Paley, Rothman, Goldstein, and Cooper	81	1	1%
PDA	36	14	39%
Pizza Hut Delivery	18	0	0
Presidential Mortgage	50	0	0
Presidential Savings	30	5	17%
Project Hope	28	21	75%

2006 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
PSI Associates	35	3	9%
PTFS	26	15	58%
QRC Division of Macro International	106	34	32%
Radius the Global Travel Company	28	23	82%
Residence Inn Marriott	62	0	0
Reznick, Fedder & Silverman	300	0	0
Ri Ra Irish Restaurant	30	6	20%
Rio Grande Cafe	94	38	40%
Rock Bottom Restaurant	61	0	0
Round House Theatre	32	1	3%
Ruth's Chris Steak House	90	0	0
Safeway Market	100	0	0
Shugoll Research Inc.	130	21	16%
Staples Inc.	40	0	0
Stone Street Capital Inc.	100	16	16%
Strosniders Hardware	110	1	1%
Tara Thai Restaurant	30	7	23%
Thyme Square	40	1	3%
Topaz House Ltd. Partnership	26	2	8%
Tragara Ristorante	28	0	0
TSI Staffing	45	0	0
UBS Financial Services	76	8	11%
University Research Co.	65	33	51%
US Consumer Product Safety Comm.	483	58	12%
Vanguard Realty Group	40	3	8%
Washington Sports Club	54	0	0
Watkins, Meegan, Drury & Company	190	0	0
Weaver Brothers Insurance	32	20	63%
Weichert Realtors	60	2	3%
West Financial Group	72	16	22%
TOTAL	11,443	1,175	16%

2006 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
Acacia Group	58%	14%	2%	8%	8%	6%	2%	2%	1.03
American Assc. of Blood Banks	70%	1%	1%	2%	14%	2%	8%	2%	1.02
American Capital Strategies	27%	0	3%	13%	34%	14%	3%	6%	1.17
American Inn Bethesda	57%	0	0	25%	0	6%	2%	10%	1
Austin Grill	32%	0	15%	0	32%	21%	0	0	***
Bank of America Mortgage	61%	2%	4%	10%	13%	8%	2%	0	1.15
BB&T	46%	10%	2%	29%	11%	0	2%	0	1.04
BDO Seidman LLP	81%	1%	0	2%	6%	3%	3%	4%	1
Berkshire Mortgage Finance	58%	0	0	0	33%	0	0	9%	1
Bethesda Sport & Health	100%	0	0	0	0	0	0	0	***
Bethesda Urban Partnership	55%	11%	3%	7%	14%	7%	2%	1%	1.05
Bethesda Chevy Chase HS	81%	0	0	5%	8%	0	0	6%	1
Boston Consulting Group	48%	0	1%	1%	24%	0	0	26%	1
Calvert	43%	6%	4%	7%	26%	9%	2%	3%	1.13
Cambridge Information Group	47%	67	3%	8%	19%	9%	2%	5%	1.03
Catapult Technology	0	0	0	29%	71%	0	0	0	***
Chevy Chase Bank	66%	3%	1%	4%	23%	0	0	3%	1.01
Chevy Chase Cars Inc.	68%	2%	4%	9%	7%	8%	0	2%	1.01
Children in the Shoe	0	0	0	67%	33%	0	0	0	***
Clark Construction Group	6%	0	0	12%	59%	0	0	23%	1

*** Denotes companies in which all employees were off-peak commuters or had no "drive alone" days or Carpool/vanpool driver days.

2006 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period
Continued

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
Clark Enterprises, Inc.	63%	2%	2%	12%	21%	0	0	0	1
Clark Realty Builders LLC	0	100%	0	0	0	0	0	0	***
Clark Realty Capitol	20%	0	0	0	0	80%	0	0	***
COSMOS Corporation	91%	0	0	0	5%	0	0	4%	1
CoStar Group	100%	0	0	0	0	0	0	0	1
Councilor, Buchanan & Mitchell, PC	66%	6%	1%	0	9%	3%	2%	13%	1
Cushman & Wakefield for Discovery	54%	2%	0	9%	17%	13%	3%	2%	1
Daily Grill	49%	5%	14%	27%	5%	0	0	0	1
Datawatch Systems Inc.	53%	0	0	13%	18%	8%	0	8%	1
Development Alternatives	38%	5%	6%	11%	24%	11%	2%	3%	1.16
Downey Communications	72%	1%	6%	0	12%	3%	2%	4%	1
Eagle Design & Management	49%	5%	1%	10%	16%	0	15%	4%	1.03
EuroMotor Cars	84%	4%	2%	7%	2%	0	0	1	1
Fidelity Trust & Mortgage	19%	5%	16%	57%	57%	0	0	4%	1.57
First Washington Realty	60%	0	0	10%	28%	0	0	2%	1
Flavor X	42%	13%	0	0	36%	0	7%	2%	1
Foster Associates Inc.	7%	0	14%	0	69%	0	7%	3%	1
Gallagher & Associates	27%	9%	5%	5%	35%	14%	0	5%	1.13
Gelman, Rosenberg & Freedman PC	10%	0	0	30%	50%	0	0	10%	1

*** Denotes companies in which all employees were off-peak commuters or had no "drive alone" days or Carpool/vanpool driver days.

2006 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period
Continued

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
GMAC Residential Funding	76%	0	0	2%	12%	4%	2%	4%	1
Greystone Servicing Corp.	65%	0	13%	0	19%	0	3%	0	1.34
GTM Architects	61%	0	0	11%	26%	0	0	2%	1
Hanger Orthopedic Group	50%	0	0	0	50%	0	0	0	1
Imagination Stage	60%	4%	0	6%	15%	3%	7%	5%	1
Information Inc	60%	10%	0	0	13%	17%	0	0	1
Joy of Motion Dance Center	70%	20%	0	0	0	0	0	10%	***
Lerch, Early & Brewer	74%	4%	2%	7%	10%	0	0	3%	1.01
LexisNexis	39%	4%	2%	7%	31%	5%	7%	5%	1.07
McCormick & Schmick's	100%	0	0	0	0	0	0	0	1
Miller & Long Co. of Maryland	84%	3%	0	0	11%	2%	0	0	1
MortgageStar Inc.	83%	0	0	0	17%	0	0	0	1
National Electrical Contractors Assoc.	55%	3%	0	4%	32%	3%	1%	2%	1
NOVA Research Company	47%	5%	0	4%	31%	5%	2%	6%	1
Paley, Rothman, Goldstein, and Cooper	100%	0	0	0	0	0	0	0	1
PDA	68%	7%	0	0	16%	7%	1%	1%	1
Presidential Savings	100%	0	0	0	0	0	0	0	1
Project Hope	56%	1%	1%	7%	24%	9%	1%	1%	1
PSI Associates	82%	0	0	0	0	0	0	18%	1

*** Denotes companies in which all employees were off-peak commuters or had no "drive alone" days or Carpool/vanpool driver days.

2006 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period
Continued

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
PTFS	45%	4%	0	12%	27%	8%	3%	1%	1
QRC Division of Macro International	46%	4%	1%	9%	26%	0	12%	2%	1
Radius the Global Travel Company	79%	6%	2%	3%	1%	0	5%	4%	1.03
Ri Ra Irish Restaurant	32%	0	0	52%	0	16%	0	0	1
Rio Grande Cafe	71%	3%	7%	6%	8%	3%	0	2%	1
Round House Theatre	100%	0	0	0	0	0	0	0	***
Shugoll Research Inc.	43%	2%	0	11%	31%	12%	1%	0	1
Stone Street Capital Inc.	43%	6%	0	6%	31%	11%	0	3%	1
Strosniders Hardware	40%	0	60%	0	0	0	0	0	2.5
Tara Thai Restaurant	30%	16%		8%	5%	0	41%	0	1
Topaz House Ltd. Partnership	85%	0	0	0	0	0	0	15%	1
UBS Financial Services	54%	3%	0	13%	13%	10%	0	7%	1
University Research Co.	51%	0	1%	21%	17%	3%	0	7%	1
US Consumer Product Safety Comm.	60%	3%	3%	7%	16%	0	4%	7%	1.04
Vanguard Realty Group	93%	0	0	0	0	0	0	7%	1
Weaver Brothers Insurance	86%	3%	0	5%	3%	0	3%	0	1
Weichert Realtors	100%	0	0	0	0	0	0	0	1
West Financial Group	76%	5%	0	6%	3%	0	8%	2%	1
AVERAGE	58%	2%	3%	8%	17%	5%	2%	5%	1.05

*** Denotes companies in which all employees were off-peak commuters or had no "drive alone" days or Carpool/vanpool driver days.

2007 Annual Commuter Survey



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

2007 ANNUAL COMMUTER SURVEY

Bethesda Transportation Solutions in partnership with Montgomery County, and help from your employer, is conducting this survey to find ways to improve transportation services in the County. Your participation is valuable and your answers will be confidential. Please return this survey in the enclosed postage paid reply envelope or visit us online at www.bethesdatransit.org to take the survey online. **Take the survey on line, give us your name, and you will be eligible for a weekly prize drawing. PLEASE RETURN THIS SURVEY BY JUNE 1, 2007.**

1. _____
EMPLOYER (Company/Organization) OFFICE ZIP CODE TODAY'S DATE

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., you 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.

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 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 Metrobus, Ride-On, or other bus							
Took Metrorail, MARC, Amtrak, or VRE train							
Walked or bicycled (entire trip from home to work)							
Other _____							

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? (*check ONLY one box*)
 drive alone carpool vanpool bus train bicycle/walk
 Did you work at your current work location one year ago? yes no

PLEASE TURN OVER AND COMPLETE QUESTIONS 6, 7, 8, and 9 ON THE OTHER SIDE OF THIS SHEET

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

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

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

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

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

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

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

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

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

No (*skip to Q9*) Yes

8b. How much do you receive each month?

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

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

Commuting Service	Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work?			
	Yes	Maybe	No	Use Now
Assistance to form a <u>carpool or vanpool</u>				
Free parking for <u>carpools and vanpools</u>				
\$100 monthly subsidy for <u>vanpools</u>				
\$100 monthly subsidy for <u>transit</u>				
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>				

THANK YOU FOR COMPLETING THE SURVEY!

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

Name _____

Daytime Phone Number _____

Mailing Address _____

Email Address _____

PLEASE RETURN THIS SURVEY BY JUNE 1, 2007

2007 Annual Commuter Survey Results

Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	0.9%
6:00am hour:	3.6%
7:00am hour:	14.3%
8:00am hour:	44%
9:00am hour:	27.2%
10:00am or later:	10%

Work Departure Time	
Before 3:00pm:	6.5%
3:00pm hour:	3.3%
4:00pm hour:	15.4%
5:00pm hour:	39.2%
6:00pm hour:	22.3%
7:00pm or later:	13.3%

Peak Period Commuting	
Peak Period Commuter	59.7%
Off Peak Period Commuter	40.3%

Question 3. Overall Weekly Modal Split

2007 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	75 %	0 %	25 %	0 %	0 %	100 %
6:15 - 6:29	78 %	22 %	0 %	0 %	0 %	100 %
6:30 - 6:44	70 %	10 %	20 %	0 %	0 %	100 %
6:45 - 6:59	82 %	10 %	8 %	0 %	0 %	100 %
7:00 - 7:14	73 %	7 %	18 %	2 %	0 %	100 %
7:15 - 7:29	67 %	7 %	20 %	7 %	0 %	100 %
7:30 - 7:44	70 %	4 %	23 %	4 %	0 %	100 %
7:45 - 7:59	64 %	6 %	27 %	3 %	0 %	100 %
8:00 - 8:14	52 %	6 %	36 %	6 %	0 %	100 %
8:15 - 8:29	64 %	7 %	24 %	5 %	0 %	100 %
8:30 - 8:44	58 %	6 %	32 %	5 %	0 %	100 %
8:45 - 8:59	59 %	4 %	31 %	6 %	0 %	100 %
9:00 - 9:14	65 %	4 %	28 %	3 %	0 %	100 %
9:15 - 9:29	57 %	4 %	39 %	0 %	0 %	100 %
9:30 - 9:44	78 %	4 %	18 %	1 %	0 %	100 %
9:45 - 9:59	78 %	2 %	19 %	1 %	0 %	100 %
AVERAGE	68 %	6 %	23 %	3 %	0 %	100 %

Question 3. Overall Weekly Modal Split (continued)

Commute Mode	Mode Share - All Survey Respondents
Drove alone	61%
CP/VP driver	3%
CP/VP rider	2%
Bus	7%
Train	21%
Walked /bicycled	4%
Other	2%

Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	98	2.09	2.00

Question 5. Previous Modes Used

	Mode	Percent
Q5. Thinking back one year, how did you usually get to work?	Drove alone	67.6%
	Carpool	3.7%
	Bus	4.7%
	Train	20.3%
	Bike/Walk	3.7%

	Percent	
Q5a. Did you work at your current location one year ago?	Yes	78.8%
	No	21.2%

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

	Mean	Median	Range
Q6a. Travel Distance (in miles)	15.8	13	96
Q6b. Travel Time (in minutes)	42.8	40	229
Q6c. Longest Travel Time (in minutes)	58.8	50	295

Q6d. Home County & State Analysis

	Percent
Montgomery County	55.2%
District of Columbia	12.4%
Northern Virginia	13.3
Other Maryland	18.6
Outside Metro Area	0.5%

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	62.1%
	In a public lot/garage off-site	21.4%
	On the street	0.4%
	Other	0.4%
	I never drive to work	15.7%

	Percent	
Q7a. How much do you pay to park?	I do NOT pay to park	23.8%
	I pay to park	76.2%
	Average Parking Charge	\$99.34

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	57.1%
	No	30.6%
	Don't Know	12.3%

If YES to Q8:

		Percent
Q8a. Do you personally receive a transit pass or other reimbursement or payment for commute expenses?	Refused/No Answer	1.7%
	Yes	43.2%
	No	55.1%

If YES to Q8a:

		Percent
Q8b. How much do you receive each month?	Refused/No Answer	2.7%
	\$1 - \$30	13.6%
	\$31 - \$60	20.8%
	\$61 - \$99	21.4%
	\$100+	41.6%

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	5.4%	11.7%	62%	1.7%	19.2%
Free Parking for carpool or vanpool	11.1%	12%	57.8%	0.7%	18.3%
\$100 monthly subsidy for vanpools	8.5%	12.1%	58.8%	0.1%	20.4%
\$100 monthly subsidy for transit	24.6%	10.2%	41.6%	11.5%	12.1%
Route/Schedule information for transit	8.2%	8.7%	55.9%	7.5%	19.7%
Ride in case of emergency for carpool, vanpool, or transit	12.3%	14.3%	52.5%	0.8%	20.1%
Secure locker or other storage for bicycle	7.5%	5.2%	65.6%	0.9%	20.8%

2007 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Abt Associates	244	54	22%
Acacia Group	46	4	9%
American Capital Strategies	338	48	14%
American Gastroenterological Association	83	42	51%
American Society of Health System Pharmacists	184	66	36%
Aon Consulting	35	8	23%
Association for Financial Professionals	75	23	31%
B F Saul Company	207	104	50%
Bank of America	26	27	104%
Bank of America Mortgage	36	5	14%
Barnes & Noble	70	8	11%
BB&T	26	1	4%
Berkshire Mortgage Finance Bethesda	90	15	17%
Betah Associates Inc	32	11	34%
Bethesda Sport & Health Club	50	1	2%
bigdough	89	14	16%
Boston Consulting Group	100	8	8%
Miscellaneous	*online	17	n/a
Calvert	189	49	26%
Catapult Technology	70	22	31%
CBiz Accounting, Tax, & Advisory Services	55	19	35%
CDM Group, Inc.	76	28	37%
Chevy Chase Bank	1070	179	17%
Chevy Chase Cars Inc.	129	30	23%
Children In The Shoe	54	6	11%
Comcast Sportsnet Inc	120	68	57%

2007 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
COSMOS Corporation	25	12	48%
Datawatch Systems Inc	100	4	4%
Deckelbaum Ogens Reiser Shedlock & Raferty CHTD	27	6	22%
Development Alternatives Inc	267	40	15%
Downey Communications/Empower IT	56	23	41%
Editorial Projects In Education	90	1	1%
EuroMotor Cars	284	39	14%
Fidelity & Trust Mortgage	65	27	42%
First Washington Realty	30	6	20%
Flavor X	34	17	50%
Foster Associates Inc.	41	6	15%
Futron	45	14	31%
Gelman, Rosenberg & Freedman PC	86	2	2%
Green Park Financial/Walker & Dunlop	86	12	14%
Greystone Servicing Corporation	30	15	50%
GTM Architects	49	4	8%
Hyatt Hotels & Resorts	259	14	5%
Jolie Day Spa	60	1	2%
Linowes and Blocher	111	27	24%
Paley, Rothman, Goldstein and Cooper	81	10	12%
Papadopoulos, S.S. & Associates	26	15	58%
Pasternak & Fidis	41	27	66%
PSI Associates	35	1	3%
Red Coats Inc	82	1	1%
Regardie, Brooks & Lewis	30	21	70%
Reznick, Fedder & Silverman	400	55	14%
Rio Grande Cafe	94	1	1%
Round House Theatre	32	15	47%

2007 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Sentech	45	23	51%
Shugoll Research Inc	29	19	66%
Snyder, Cohn, Collyer & Hamilton	60	31	52%
Strosniders Hardware	95	1	1%
UBS Financial Services	76	4	5%
Wachovia Securities	25	2	8%
West Financial Group	72	20	28%
TOTAL	10,193	1,383	14%

2007 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
Abt Associates	34.2%	2.9%	1.1%	14.7%	29.8%	8.5%	3.7%	5.1%	1.000
Acacia Group	50.0%	0.0%	0.0%	0.0%	45.0%	0.0%	0.0%	5.0%	1.000
American Capital Strategies	62.8%	0.0%	2.9%	1.2%	27.7%	4.1%	0.4%	0.8%	1.025
American Gastroenterological Association	59.3%	0.5%	4.2%	3.7%	21.0%	2.3%	2.8%	6.1%	1.117
American Society of Health System Pharmacists	66.1%	4.2%	0.3%	4.2%	14.5%	1.5%	6.1%	3.0%	1.006
Aon Consulting	70.0%	0.0%	0.0%	15.0%	10.0%	0.0%	0.0%	5.0%	1.000
Association for Financial Professionals	59.0%	0.9%	7.8%	1.7%	21.7%	0.0%	0.9%	15.6%	1.000
B F Saul Company	68.0%	3.9%	1.9%	3.5%	17.2%	1.4%	0.0%	4.1%	1.023
Bank of America	83.7%	1.5%	0.0%	4.4%	4.4%	0.0%	3.0%	3.0%	1.000
Bank of America Mortgage	68.0%	0.0%	8.0%	4.0%	20.0%	0.0%	0.0%	0.0%	1.167
Barnes & Noble	20.6%	0.0%	5.9%	29.4%	23.5%	20.6%	0.0%	0.0%	1.000
BB&T	80.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	1.000
Berkshire Mortgage Finance Bethesda	68.8%	0.0%	0.0%	2.6%	13.0%	6.5%	3.9%	5.2%	1.000
Betah Associates Inc	54.5%	0.0%	1.8%	9.1%	14.5%	9.1%	10.9%	0.0%	1.000
Bethesda Sport & Health Club	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
bigdough	52.1%	0.0%	0.0%	7.0%	26.8%	11.3%	0.0%	2.8%	1.000
Boston Consulting Group	52.4%	7.1%	0.0%	4.8%	7.1%	4.8%	14.3%	9.5%	1.000
Calvert	45.8%	3.2%	4.0%	6.4%	27.3%	6.4%	2.4%	4.4%	1.095
Catapult Technology	37.6%	0.0%	2.8%	10.1%	46.8%	1.8%	0.0%	0.9%	1.073
CBiz Accounting, Tax, & Advisory Services	73.7%	0.0%	0.0%	11.6%	10.5%	0.0%	1.1%	3.2%	1.000

2007 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period
Continued

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
CDM Group, Inc.	54.3%	7.2%	0.0%	15.2%	11.6%	3.6%	3.6%	4.3%	1.000
Chevy Chase Bank	59.4%	2.0%	2.6%	5.6%	21.4%	2.7%	1.9%	4.4%	1.066
Chevy Chase Cars Inc.	65.8%	2.0%	0.0%	13.8%	15.1%	3.3%	0.0%	0.0%	1.000
Children In The Shoe	0.0%	0.0%	0.0%	63.3%	16.7%	16.7%	0.0%	3.3%	1.000
Comcast Sportsnet Inc	76.6%	1.8%	2.1%	3.0%	7.4%	4.4%	1.2%	3.6%	1.088
COSMOS Corporation	50.0%	0.0%	0.0%	16.1%	24.2%	8.1%	1.6%	0.0%	1.000
Datawatch Systems Inc	30.0%	0.0%	20.0%	0.0%	50.0%	0.0%	0.0%	0.0%	1.000
Deckelbaum Ogens Reiser Shedlock & Raferty CHTD	50.0%	0.0%	0.0%	16.7%	33.3%	0.0%	0.0%	0.0%	1.000
Development Alternatives Inc	41.5%	1.5%	4.0%	16.0%	30.0%	4.5%	0.0%	2.5%	1.127
Downey Communications/ Empower IT	66.1%	0.0%	0.9%	11.3%	12.2%	0.0%	1.7%	7.8%	1.022
Editorial Projects In Education	40.0%	0.0%	0.0%	60.0%	0.0%	0.0%	0.0%	0.0%	1.000
EuroMotor Cars	94.5%	1.0%	2.5%	0.0%	0.5%	0.0%	0.0%	1.5%	1.000
Fidelity & Trust Mortgage	71.9%	4.4%	0.7%	7.4%	11.1%	0.0%	1.5%	3.0%	1.000
First Washington Realty	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Flavor X	51.8%	7.1%	0.0%	0.0%	28.2%	7.1%	0.0%	5.9%	1.000
Foster Associates Inc.	3.3%	20.0%	0.0%	0.0%	73.3%	0.0%	3.3%	0.0%	1.000
Futron	47.9%	4.1%	0.0%	13.7%	23.3%	6.8%	1.4%	2.8%	1.150
Gelman, Rosenberg & Freedman PC	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Green Park Financial/Walker & Dunlop	71.7%	11.0%	8.3%	8.3%	0.0%	0.0%	0.0%	0.0%	1.111
Greystone Servicing Corporation	77.3%	0.0%	0.0%	13.3%	6.7%	0.0%	1.3%	1.3%	1.000

2007 Mode Share & Auto Occupancy Rate by Employers - AM Peak Period
Continued

Company	Drove Alone	CP/VP Driver	CP/VP Rider	Bus	Train	Walk Bike	Tele-work	Other	AAO
GTM Architects	55.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	5.0%	1.000
Hyatt Hotels & Resorts	39.2%	0.0%	6.8%	13.5%	32.4%	6.8%	0.0%	1.4%	1.313
Jolie Day Spa	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Linowes and Blocher	74.5%	3.6%	0.0%	2.2%	15.3%	2.2%	0.0%	2.2%	1.000
Paley, Rothman, Goldstein and Cooper	45.1%	11.8%	17.6%	0.0%	19.6%	0.0%	0.0%	5.9%	1.429
Papadopoulos, S.S. & Associates	67.6%	0.0%	0.0%	0.0%	0.0%	31.1%	0.0%	1.4%	1.000
Pasternak & Fidis	59.5%	7.6%	3.1%	7.6%	12.2%	3.8%	0.8%	5.3%	1.074
PSI Associates	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Red Coats Inc	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Regardie, Brooks & Lewis	86.3%	0.0%	0.0%	0.0%	5.6%	0.0%	2.4%	5.6%	1.000
Reznick, Fedder & Silverman	54.9%	6.3%	4.9%	11.5%	9.1%	4.5%	2.4%	6.3%	1.027
Rio Grande Cafe	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.000
Round House Theatre	76.8%	2.4%	0.0%	0.0%	9.8%	6.1%	0.0%	4.9%	1.000
Sentech	23.5%	3.5%	0.0%	0.0%	69.6%	2.6%	0.0%	0.9%	1.000
Shugoll Research Inc	56.5%	1.1%	0.0%	5.4%	17.4%	13.0%	3.3%	3.3%	1.000
Snyder, Cohn, Collyer & Hamilton	86.2%	0.0%	0.0%	0.0%	12.2%	0.0%	1.7%	0.0%	1.000
Strosniders Hardware	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	1.000
UBS Financial Services	75.0%	0.0%	10.0%	0.0%	0.0%	15.0%	0.0%	0.0%	1.200
Wachovia Securities	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	1.000
West Financial Group	74.7%	7.1%	5.1%	0.0%	4.0%	0.0%	5.1%	4.0%	1.132

Appendix E
A Selection of BTS Newsletters from FY06 - FY07

Bethesda
Transportation Solutions

News!

September 2005

**Anne R. Kaiser Joins
BTS Staff**



BTS welcomes Anne Kaiser to the staff as marketing and employer outreach representative. A member of the Maryland House of Delegates (District 14, Montgomery County),

Ms. Kaiser brings a strong background in community outreach and constituent service—skills which very much support BTS's mission. She will be employers' primary contact at BTS for the Montgomery County Super Fare Share program.

"Anne's knowledge and experience make her a valuable addition to our staff," notes BTS Director Francine Waters.

In the House of Delegates, she serves on the Ways and Means Committee (including the Children and Youth Subcommittee and Education Subcommittee) and the Joint Committee on Welfare Reform.

Ms. Kaiser has been an economist with the U.S. Department of the Treasury, and a policy analyst in the Maryland State Department of Education, as well as a legislative and staff assistant to a Maryland State Delegate and a U.S. Congressman earlier in her career.

A Washington, DC area native, Ms. Kaiser graduated from Rockville High School, then attended the University of Chicago, where she earned a B.A. in Political Science. She obtained masters degrees in public policy and educational studies from the University of Michigan.

Ms. Kaiser can be reached at 301-656-0868 ext. 21. ✉

**There is
Another Way!**

www.bethesdatransit.org

**Super Fare Share Helping Fidelity &
Trust Attract, Retain Employees**

Walk into most banks and ask where they keep their most valuable assets. You might expect the manager to discretely show you the bank's state-of-the-art, high-security vault. Not so at Fidelity & Trust Bank in Bethesda, where its greatest treasures can be found scattered throughout the building.

Of course, your money would be quite safe. Fidelity's vault is as secure as any bank's.

"Our employees are our greatest asset," explains Christine Rushforth, Fidelity's vice president and director of human resources.

The fast-growing institution knows the importance of employee excellence. "Attracting and keeping top notch employees allows us to provide world class service to our clients and profitability to our shareholders," says Rushforth.

Providing a rewarding workplace for its employees is thus a top priority. And one of those rewards comes in the form of a Metrochek.

"Fidelity & Trust could not have experienced the significant growth we have enjoyed over the past three years without taking into consideration the travel needs of our employees," observes Rushforth. To date, nearly 20 percent of Fidelity's employees use some type of alternative transportation to commute to work each day.



Fidelity & Trust

Fidelity & Trust Bank and Fidelity & Trust Mortgage are subsidiaries of Fidelity & Trust Financial Corporation. They have opened both bank and mortgage branches in Bethesda over the past three years. During that time, Fidelity & Trust has not only grown in asset size but in its number of employees, as well. Fidelity & Trust now employs over 110 people in the Bethesda area.

"Without offering Metrocheks, many of our employees would not be able to commute to their work locations here in Bethesda," Rushforth adds. "By allowing our employees the freedom to choose which transportation option works best for them, we create employee loyalty and remain competitive among other area employers."

Super Fare Share also gives Fidelity the ability to attract employees that specifically like to utilize public transportation to travel to and from work. "Thanks to Super Fare Share, we now have a benefit we can offer to our employees where everyone involved wins," says Rushforth.

You can visit Fidelity & Trust online at www.fidelityandtrust.com. For details about Super Fare Share, contact BTS at 301-656-0868. ✉

"Thanks!"

Thanks to **Christine Norris** at Federal Realty Trust Investment for assistance during recent Commuter Information Days at 4825 Bethesda Avenue and 4833 Bethesda Avenue.

"Welcome!"


BTS would like to welcome **J.G. Perpich** into Montgomery County's Super Fare Share program.

The Super Fare Share program offers employers located in downtown Bethesda a five-year subsidy of up to \$100,000 to give employees commute benefits.

If you would like to find out how your company can enroll in Super Fare Share, please contact BTS at 301-656-0868 x29.

Ride On Boosts Security

Given recent concerns about transit system security fostered by bombings in London and Madrid, Montgomery County Ride On has instituted additional security measures. These include:

- * Both uniformed and plain clothes police patrols on buses
- * A "silent alarm" on buses for drivers to use in case of emergency
- * Specially equipped cell phones on every bus that allow drivers to directly call "911"
- * Cameras on all new buses
- * Additional training for drivers and supervisors
- * Increased security at bus depots
- * Security hotline established at **800-492-TIPS (8477)** for reports of suspicious activity
- * Participation in the federal "Transit Watch" program 

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Francine Waters, Director

Local Transit Gets Big Boost From County and Congress

New Ride On buses and new Metrorail cars are on the horizon as Montgomery County and the metropolitan region step up efforts to combat congestion.

Ride On Shatters Record, Expands Service

On the heels of a record-setting year, Montgomery County is strengthening its commitment to mass transit. The County plans to add 33 new buses to the Ride On fleet this fiscal year. The announcement comes as Ride On reached a milestone. It set an all-time ridership record in fiscal year 2005 by providing service to more than 25 million passengers.

"We have substantially increased the use of mass transit in Montgomery County, which contributes significantly to helping take more cars off our congested roadways," said County Executive Doug Duncan.

More Railcars for Metro


Metro will receive \$100 million to purchase 52 new rail cars, enabling the Washington Metropolitan Area Transit Authority (WMATA) to move toward implementing eight-car train service.

Congress approved the funding in late July as part of the reauthorization of the federal surface transportation bill.

"This will reduce the level of crowding on the Metrorail system by almost 10 percent during the most congested periods of the day, while providing capacity and support for additional ridership growth," said Metro CEO/General Manager Richard White.

Metro officials plan to have 20 percent of the system's trains eight-cars long by December 2006. Eight-car trains would make up about half of the fleet by late 2008.



For information about transit options for Bethesda-bound commuters, call BTS at 301-656-0868. 

Photos courtesy Montgomery County Ride On (top) and Washington Metropolitan Area Transit Authority (above and left)

March 2006

Did You Know?

Employers Get Telework Tax Credit from County

The Montgomery County Council approved a measure last fall that allows businesses to take a credit against County taxes for computers purchased for their telecommuting employees.


The legislation, co-sponsored by Councilmembers Howard Denis and Marilyn Praisner, passed the Council in October and the County Executive subsequently allowed it to become law without his signature.

The tax credit would pay up to 50 percent of the cost of each personal computer purchased, up to an annual total credit of \$2,000.

Employers must certify that the computers are used for business purposes and that the employees using the computers work from home at least 78 days per year – or 1.5 days a week.

“The promotion of telecommuting is an important part of the County’s efforts to relieve traffic congestion,” said Councilmember Howard Denis when the bill passed. “Every employee who works from home represents one less car on our highways.”

Telecommuting, also called telework, is increasingly used by employers to attract top notch employees, and to ensure business continuity during bad weather or other interruptions. It often means reduced absenteeism and sick leave, and it can reduce the amount of space a company needs to lease.

Establishing a telework program is easier than ever. Just call BTS at 301-656-0868 for assistance. 

**There is
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Riding Metro? Take that “Doors Closing” Voice Seriously!

You’re rushing to catch the Metro for a meeting, and you can tell it’ll be a race between you and the dreaded warning: “Doors closing.”

Metrorail had announced that warning with a voice that sounded so reasonable, so polite, that you might have been tempted, in the stress of your mad rush to jump aboard, to fling your body between the closing doors and hope fate would smile on your predicament.

Alas, too many people tempted fate in exactly that manner for too long. And the folks at Metro decided enough was enough. They had to get a new voice...one that would engender more respect (and more caution) in time-challenged rail riders.

So Metro held a big contest for a new voice and chose...drum roll, please...Randi Miller of Woodbridge, Virginia. Metro selected Miller from 1,259 official entries to the “Doors Closing Voice 2006” contest.


Metro says Miller’s voice will be field tested, and will then be heard systemwide this spring.

“We hope the change in voice and message will get people’s attention and change their behavior to make for a smoother, faster trip for everyone,” said Jim Hughes, Metro’s acting assistant general manager for operations.

In addition to changing the voice heard on trains, Metro also modified the messages. The new messages are:

- 1) Chime. *The doors are opening. Please stand back so customers may exit the train. When boarding please move to the center of the car.*
- 2) Chime. *For your safety, please step back. The doors are closing in 3,2,1.* Chime.
- 3) (To be played if doors can not close after second message.) Chime. *Please stand back to allow the doors to close.*

Metro says changing the “doors closing” voice is one part of a campaign to improve the flow of passengers through trains and stations. Additional efforts include more frequent station and train announcements asking riders not to block the doors and move to the center of rail cars, stationing extra employees on busy platforms to help in crowded conditions, and studying the removal of seats and reconfiguration of handrails on rail cars to allow for more standing room and better flow into and out of rail cars.

Metro also plans to test directional signs on platform floors indicating where to stand while waiting for a train in an effort to expedite the exiting and boarding process. That test will take place at Union Station, Gallery Pl-Chinatown and Metro Center stations. 



"Thanks!"

Thanks to all who helped with February Commuter Information Days, including:

- ✦ Bethesda Place Management and C.J. (7600 & 7700 Wisconsin Ave.)
- ✦ Lekeisha Lewis (Crescent Building, 7475 Wisconsin Ave.)
- ✦ Judy Beach-Ulman (Landow Building, 7910 Woodmont Ave.)

"Welcome!"


BTS welcomes two new downtown Bethesda Super Fare Share participants. Encore Development Corp.

Encore Development Corp., located in the Palisades building between Del Ray & Cordell, has been in business since November 1995. Specializing in residential and commercial construction, the firm has two partners and two employees in the office—in addition to construction personnel out in the field.

Office manager Lissa Beal and her colleague began receiving their Metrocheks through the program in January 2006, and commute via Metrorail from their respective homes in northern Virginia. "We think it's wonderful!" Beal says.

Hileman & Associates

Hileman & Associates, a law firm specializing in community association law, has one of its seven employees receiving Metrochek so far. That person rides both Metrorail and a bus.

Originally part of the law firm Chadwick, Washington, which has been in Bethesda for about five years, Hileman & Associates was formed in November 2005 when attorney Elizabeth Hileman started her own practice, notes office manager Avis Driver. 

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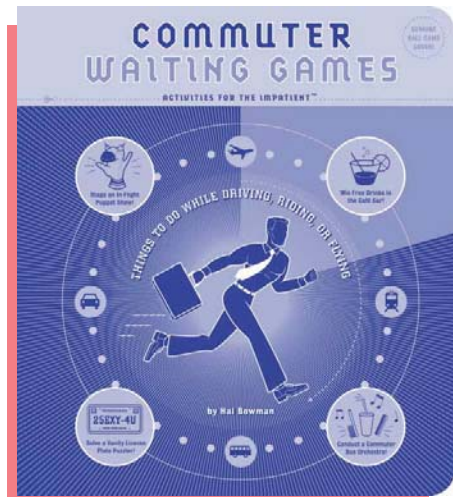
New Book Aimed at Commuters

Waiting. It's a sad fact of life for all commuters, no matter what mode of transportation they choose.

Author Hal Bowman grew so tired of the mind-numbing drag of his hour-and-twenty-five-minute commute that he began to think up ways to make the ordeal more bearable. Even fun.

So he created...*Commuter Waiting Games*...a book filled with enough creative activities to put a smile on the face of even the most impatient traveler.

From designing a newspaper bridal gown to composing traffic sign haiku, commuters gain enough ideas and empowerment from Bowman's book to blast boredom back to its drive-alone origins.



Make New Friends—or Just Annoy Them

Bowman's favorite game? Conducting a commuter bus orchestra. This involves players who create instruments using common commuter essentials (i.e. a Starbucks Coffee cup, the window of a vehicle, etc.). "Some of the most beautiful music I've ever heard was performed live on the New Jersey turnpike at 65 miles per hour," he recalls.


The waiting games presented in this book are not mere theory. Bowman has tested them all in real life. "And I've been asked to stop on several occasions," he says. "It's become harder and harder to make blanket forts on airplanes. Flight attendants just don't like it."

This is no flash-in-the-pan, one-commute-wonder of a book, either. About 10,000 copies have been sold since its release by Philadelphia-based Quirk Books (www.quirkbooks.com; ISBN 1931686270).

Discovered Just in Time


When BTS discovered Bowman's book, the need for sharing his commute-survival secrets became obvious. With springtime springing, Commuter Information Days will be popping up on the calendar like blossoms on Kenwood's cherry trees. BTS is making a limited supply of these books available as FREE gifts for Commuter Information Day (CID) participants who sign up for transportation alternatives information. (Call BTS at 301-656-0868 to set up a CID in your building!)

Author's Advice for Bethesda

Asked what advice he might have for Bethesda commuters, Bowman hearkened back to the president's State of the Union address in noting that, "We are a nation addicted to oil, and we need to break the habit. More to the point, the time you spend driving every day could be put to much better use on public transit, where your hands and mind will be free"...to engage in commuter waiting games! 

June 2006

Kids Encouraged to Kick Up Heels and Walk

Some of Bethesda's youngest citizens—and future commuters—gathered around *Washington Freedom* soccer star Tara Kidwell as she read from a Dr. Seuss classic, "The Foot Book," April 29th at Bethesda Elementary School. (See photos below.) The event was part of the Bethesda Literary Festival. In addition to reading, Kidwell displayed some of her own "foot work" by demonstrating a few soccer skills. She also handed out autograph books and pens—and put in a plug for soccer by encouraging the kids to attend a game at the soccerplex in Germantown. 



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Calling All Photographers!

BTS Sponsors "Bethesda In Motion" Photography Exhibition

BTS and the Capitol Arts Network will present a juried show at the Washington Gallery of Photography, 4850 Rugby Avenue in Bethesda, Nov. 10 – Dec. 5, 2006. Titled "Bethesda In Motion," the exhibition will showcase artists' ability to capture commuter transportation scenes representing the significance, value, benefits, access, freedom, mobility of those that choose a commute mode other than driving to work alone.

Commute alternatives include, but are not limited to: Metrobus, Metrorail, Ride On, MARC train, telework (working from home), walking, bicycling, carpooling, or vanpooling into Bethesda, Maryland. Photos should show how these various alternatives contribute to the vitality of a livable Bethesda.



"Downtown Bethesda is one of the best examples in our region of a community rich in transportation choices," said BTS Director Francine Waters. "This exhibition will capture images that showcase these choices for commuters, visitors, employers and others."

Entries Due by September 30, 2006

All work will be judged from slides or digital submissions. BTS has published submission requirements, technical guidelines, and deadlines. The entry fee is \$25.

Cash prizes will be awarded to first, second, and third place winners. The exhibition is open to residents of any U.S. state, territory and the District of Columbia, however, entries must focus on movement or transportation in (or reflecting) Bethesda, Maryland. Entries with people prominently featured must be accompanied by a signed photo release (available from BTS).

Artists will gain additional exposure for their work, as all accepted entries will be available for use by BTS in displays, exhibits, and marketing materials. All artists agree to this opportunity as a condition of their entry.

About the Capitol Arts Network

BTS's cosponsor, the Capitol Arts Network, is a nonprofit providing opportunities for artists to network and display their work. The group has sponsored jurored and selected gallery shows in Baltimore and Bethesda, Maryland.

For More Information

For a copy of the "Bethesda In Motion" brochure, call 301-656-0868, e-mail fwaters@bethesda.org, or visit www.bethesdatransit.org.

"Thanks!"

BTS thanks Kim Nickens of the American Occupational Therapy Association for her assistance with the April 6th Commuter Information Day in AOTA's lobby at 4720 Montgomery Lane.

BTS Reaches Out at Expo

BTS was one of 75 exhibitors at the 11th Annual Business Expo at Hyatt Regency Bethesda on April 25, 2006. The event was sponsored by the Greater Bethesda-Chevy Chase Chamber of Commerce, in partnership with Montgomery County Department of Economic Development.

The "One Day Only" expo featured a prominent panel of CEOs who shared exciting business stories and strategies, as well as a panel of procurement officers seeking to award contracts to small businesses. Participants from all areas of Montgomery County gathered to take advantage of premier networking and to learn about procurement opportunities with local government and some of the area's largest companies.



BTS exhibited at 11th Annual Business Expo to inform employers about Super Fare Share, raise their awareness of commuter benefits, and highlight downtown Bethesda's mobility options.

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Francine Waters, Director

Metro's Trip Planner Goes Mobile

Metro riders can now use Web-enabled cell phones and other mobile devices, such as Palm Pilots and Blackberrys, to get travel itineraries from Metro's popular online Trip Planner.

The Trip Planner generates more than 29,000 itineraries a day. This feature on Metro's Web site provides instant itineraries for trips on Metrorail, Metrobus and local bus and rail systems.

Since its introduction in 1999, the Trip Planner was designed to work best with the screen size, memory and bandwidth of home and office computers.

In response to the growing prevalence of Web-enabled mobile devices, Metro has developed a new, streamlined version suitable for cell phones and other mobile devices with Web access.

After in-putting their starting point and destination, users receive detailed travel itineraries that let them know what trains or buses to catch, transfer information, fares, travel times and walking directions.

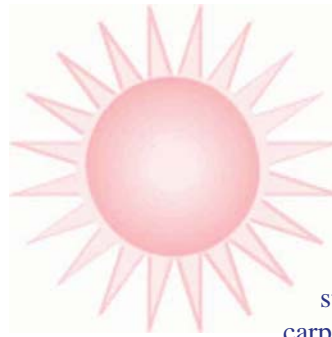
To use Metro's mobile Trip Planner, visit www.wmata.com/mobile on your mobile phone or PDA and select the "Plan Trip" option, or see <http://www.wmata.com/mobileBlurb/default.cfm> for more details.



Summer's Here!

Jump Into the Pool

Hot weather signals "pool" season. But we don't mean swimming pools!



We're talking about a way to cool-off from those sizzling gas prices...a way to save some money so you can still take that summer vacation...and a way to stay connected with friends now that school carpools are on hiatus. Pooling is a BTS

specialty—we're talking about home-to-work carpools and vanpools.

For free—yes, FREE!—BTS will help you form or join a carpool or vanpool with neighbors and coworkers who share similar work hours and live and work conveniently close to you.

BTS offers personalized ridematching service for employees of all downtown Bethesda employers. We can help you tap right into the regionwide Commuter Connections database of commuters. We can also work directly within your employer to sign-up your coworkers.

Just call BTS at 301-656-0868 and ask for FREE "pool" assistance.

Transit Schedules: Independence Day – July 4th



Montgomery County
Ride On
Saturday Schedule
Metrobus and Metrorail

Saturday Schedule – 7:00 a.m. - midnight



September 2006

Paul Ryan Longest Bike Commute Winner

Runners have their marathons. Drivers have their road trips. Sailors have their voyages. Paul Ryan has his commute.



What sets Ryan apart from most bicycle commuters, however, is the length of said commute: 36 miles round trip, from

Alexandria to his office in Bethesda. Which is why BTS chose him as the most deserving candidate for its 2006 Bike Spirit Award - Longest Commute.

Ironically, Ryan's initial inspiration to bike to work came during a visit to the Dunkin' Donuts in downtown Bethesda. "I had my donuts and coffee and just happened to walk by a bike trail in Bethesda and wondered about it," he recalls. "It turned out to be the Capital Crescent Trail. I pieced it together on a map and discovered that it connects with another trail that hooks up to the Four Mile Run Trail which comes near my house."

So, Ryan, a lawyer at Clark Construction in Bethesda, put street tires on his mountain bike and started pedaling to work once or twice a week beginning last October. "I get fit, get fresh air, and burn off stress," he explains. He rode even during the winter, except in snow, so he's biked through all four seasons.

"It's been well worth it," Ryan says. He rides solo, but sees others on the trail

Continued next page

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BTS Thanks Jim Landry for His Service as Advisory Committee Chair

Jim Landry, an assistant vice president with Chevy Chase Bank, has moved from "chair" to "past chair" of the BTS Advisory Committee, recently passing the leadership baton to Sue Morris of S.W. Morris & Associates. Landry will remain on the committee, of which he has been a member since 2001. He was vice chair from 2004-2005 before becoming chair for this past year.

Landry manages Chevy Chase Bank's employee benefits and new employee orientation functions. With more than 25 years experience in the human resources field, he has previously directed human resource functions at Peoples Drug Stores and Woodward & Lothrop. Landry graduated from Providence College and has completed programs in computer systems applications at the University of Southern California and public administration at American University.

Landry has been pivotal in supporting the development of commute options for Chevy Chase Bank employees—and for all Bethesda commuters through his work with BTS. The U.S. Environmental Protection Agency has designated Chevy Chase Bank an official "Best Workplace for Commuters," and Landry and the Bank have drawn kudos from both Montgomery County and the Metropolitan Washington Council of Governments for their efforts.

"Chevy Chase Bank is a major employer in Bethesda and throughout Montgomery County, so Super Fare Share is a perfect benefit for our people," Landry observes. "Our headquarters building is strategically located across from the Bethesda Metro, so our employees take advantage of it. Plus, many of our branches are located near subway and bus stops, so offering Metrocheks is the right thing for us to do." In fact, the Bank is one of biggest Metrochek providers in the area, he notes, with more than 700 employees taking Metro regionwide—including about 300 in Bethesda.

"I cannot thank Jim enough for everything he has done for BTS," said BTS Director Francine Waters. "His energy, dedication and insight have been invaluable. And we're glad he will continue his Advisory Committee participation as past chair!"



Incoming BTS Advisory Committee chair Sue Morris presents plaque to Jim Landry in recognition of his service as chair.

during his commute—which starts in the dark very early so he can be at work by 7:15 a.m. He says he feels safe riding, but nevertheless wears a helmet, a reflective jacket, and has reflective material on his shoes, plus lighting on his bike. “Biking clothing these days is so good.”

He also carries a pack loaded with tools, in case on-the-road repairs become necessary. “I’ve had numerous flats,” Ryan explains, but only one was due to a nail on the trail. “The rest were maintenance issues.”

Luckily, camaraderie on the trail is high. When his bike tires went flat, other riders would stop and check to see if he needed help. A fellow lawyer even stopped once to give him a new inner tube and pump up his tire.

“Bicyclists are a self-reliant group, but willing to lend a hand,” Ryan observes. Turns out they can be competitive, too. “We’ve had some impromptu races out on the trail.”

Other than the flats, he says he’s had no real close calls safety-wise. Unless you count the coyote he encountered near Georgetown, which made him kind of nervous. “I enjoy the beauty of the Potomac, especially in the fall,” he explains. “And seeing the wildlife is fun.” He’s also crossed paths with deer and a fox with her pups.

His commute-by-bike takes an hour and 15 minutes each way on an average day. But here’s the kicker: that’s only 20 minutes longer than the 55 minutes it takes him when he drives.

“More people should try this,” he says. And with gas prices going steadily upward, more people might just take that advice. ✍

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Francine Waters, Director

Hungry for Great Eats?

Come to Taste of Bethesda

The 17th annual Taste of Bethesda returns on Saturday, October 7, 2006 from 11:00 a.m. – 4:00 p.m. Bethesda’s famous food and music festival brings 50 restaurants and four stages of entertainment to Bethesda’s Woodmont Triangle.

Each year, more than 40,000 attendees sample the diverse restaurants, enjoy the live entertainment and visit the kids corner for cookie decorating with Bundles of Cookies, face painting and giveaways. It’s a community tradition that brings smiles to all.

Admission/Tickets

Admission is free. Taste tickets will be sold on-site in bundles of four tickets for \$5. A food serving costs one to three tickets. Be sure to visit the BTS booth.

Getting There

The event is located along Norfolk, St. Elmo, Cordell, Del Ray and Auburn Avenues in Bethesda’s Woodmont Triangle. Free parking is available in downtown Bethesda’s public parking garages and lots, however, BTS always recommends that participants arrive via Metrorail, Metrobus or Ride On, Bethesda Circulator, bicycle or on foot. Taste of Bethesda is located three blocks from the Bethesda Metro Center. Visit www.bethesda.org for more Taste of Bethesda info.



New Trolleys Coming

The Bethesda 8 Trolley is set to become...drum roll, please...the “Bethesda Circulator” on September 5th. The Bethesda Circulator will be managed by the Bethesda Urban Partnership (BUP). You might hear about the upcoming change...but worry not...for the new system will pick up where the old leaves off. The Bethesda Circulator will sport a new look in the fall, including a new logo and BUP’s signature red color. The Bethesda Circulator will have the same stops, the same operating hours, and will continue to circulate on the same route. Have Bethesda Circulator questions? Call 301-215-6661.



“Thanks!”

Plenty of kudos to go around in this month’s *BTS News*.



First, our sincere thanks to **Martha Covell** (left, receiving plaque from Jim Landry) for her three years of service as a BTS Advisory Committee member. Martha represented neighborhoods adjacent to BTS’s service area.

BTS also thanks all who helped with recent Commuter Information Days, particularly **Chris Norris** of Federal Realty Investment Trust for assisting with lobby events at 4833 Bethesda Avenue, 4825 Bethesda Avenue and 4920 Elm Street; and **Jay Cordova** of Trizec Office Properties for his help with the event at 4600 East-West Highway. ✍



News!

December 2006

Real-time Metro Arrivals Arrive Via the Internet



If you're tired of rushing to the Metro station only to find out that you missed the last train by a matter of seconds, help has arrived! Riders now have access to real-time train arrival information on their computers and Web-enabled devices such as BlackBerries and cellphones.

"Having this information available over the Internet and through wireless devices makes everyday life easier and more convenient for Metrorail riders," said Dan Tangherlini, Metro's Interim General Manager.

To access train arrival information through Web-enabled devices, visit <http://wmata.com/mobile>, and select "Next train information." Customers can select a train station by clicking on the appropriate station by its first letter, then clicking the appropriate station to get arrival times for the next three trains.

Metrorail customers can also access the next train information via computer by visiting <http://www.metroopensdoors.com> and clicking on the "Maps and stations" section, then clicking on "Find a stop/station." Customers choose their station, and click to "Next train arrival," to get the arrival times of the next three trains headed in each direction.

Metro Map Available for iPods

The Metrorail system map is now available online to download to Apple iPods. The maps are compatible with the iPod models Nano, Photo and Video.

There is Another Way!

www.bethesdatransit.org

New and Improved Super Fare Share Will Help Companies Retain Super Employees!

Super Fare Share has been SUPERSIZED! To encourage more participation in its transit fare matching program, Montgomery County is now offering employers located in downtown Bethesda a nine-year commute subsidy for their employees worth up to \$30,000 a year in benefits, or \$270,000 over the life of the program.

Super Fare Share targets businesses in the County's four Transportation Management Districts (TMDs)— Bethesda, North Bethesda, Silver Spring, and Friendship Heights. These are the County's high-density urban centers where a variety of transportation alternatives are available to commuters to help reduce congestion and improve air quality.



Tax-free to Both Employers and Employees

"Super Fare Share helps employers partner with the County to fight traffic the fiscally responsible way," says Commuter Services Administrator Sande Brecher. "It's like giving employees a raise of more than \$1,200 a year. When you factor in that the subsidy is tax-free to both employers and employees, it's worth even more than that!"

After receiving feedback from the BTS Advisory Committee and other TMD Advisory Committees, the County decided to expand Super Fare Share beyond its original five years to give companies more time to create sustainable transit benefits programs. The maximum benefit was also increased to \$105 per employee, per month to bring the subsidy in line with what is permitted under current federal tax law.

"We wanted to help employers gradually take on the responsibility for the benefits program for their employees," explains Brecher. "The employer's contribution progressively increases over the last four years of the program, while the County's decreases. The duration of the program is a very generous nine years."

Dollar Deal Still Available

The first five years of the program remain the same. The "dollar deal" is still offered during year one with employers paying just \$1 per employee, per month, while the County contributes \$104 per employee, per month. During years two through five, the subsidy is shared 50-50. During the remaining years, the County will match the employer contribution on a sliding percentage basis. By year nine, the employer picks up 90% of the costs, while the County is responsible for 10%.

(continued next page)

Good News for Transit Users from the IRS!

One more reason to make trying transit one of your New Year's resolutions - as of January 1, 2007, the IRS will raise the monthly tax-free transit and vanpool limit from \$105 to \$110.

New GM to Lead Metro



Metro will start the new year with a new General Manager. John B. Catoe has been selected by the Metro Board of Directors to lead the transit agency. Catoe

has been the Deputy Chief Executive Officer of the Los Angeles County Metropolitan Transportation Authority since 2001. He has 26 years of experience in the transit industry and is originally from Washington, DC.

"Thanks!"

BTS thanks Jennifer Laforest of Jones Lang LaSalle (Air Rights North & East-West lobbies) and Jim Landry of Chevy Chase Bank (7501 Wisconsin Avenue) for their assistance during recent Commuter Information Days.



Chevy Chase Bank employees win prizes during a Commuter Information Day held on October 25th.

Bethesda Transportation Solutions

(a division of Bethesda Urban Partnership) operates the non-profit Bethesda Transportation Management District under a contract with the Montgomery County Department of Public Works and Transportation.

7700 Old Georgetown Road, First Floor
Bethesda, Maryland 20814
(301) 656-0868 · (240) 223-0200 fax
www.bethesdatransit.org
fwaters@bethesda.org
Francine Waters, Director

Employers aren't obligated to provide the maximum monthly benefit of \$105. Rather they are encouraged to provide the level of benefits they are comfortable continuing after the County's contribution ends.

"The goal of Super Fare Share is to provide businesses with seed money to grow their benefits package to include a transit subsidy," explains Brecher. "Employers have extraordinary influence over their employees' commute choices. Free parking encourages solo driving, while transit subsidies encourage employees to leave their cars at home and use public transportation."

Super Benefits!

Companies of all sizes can benefit from Super Fare Share. Many businesses find that once employees are informed about the program, the level of interest and participation increases, as well as the level of transit users. Other benefits include:

- Attracting and retaining the best employees
- Higher productivity and higher morale
- Recognition as a good corporate citizen
- Reduce employees' time wasted in traffic
- Less traffic congestion
- Employees save money
- Vibrant economy enhanced
- Cleaner air

Most Super Fare Share companies are also eligible for a 50% tax credit from the State of Maryland for their net program costs.

Enroll Now!

To find out how to enroll in the Super Fare Share Program, please contact BTS' Anne Kaiser at 301-656-0868 ext. 29 or at akaiser@bethesda.org. You can set up a meeting in person or over the phone. Information is also available on the County's website at www.montgomerycountymd.gov. Don't wait another minute to *Get On Board* Montgomery County's Super Fare Share program!

Enhanced Super Fare Share Program		
<u>Year</u>	<u>Match</u>	<u>County Contribution</u> <i>(per employee/per month)</i>
1	\$1 deal	up to \$104.00
2-5	50-50	up to \$52.50
6	60-40	up to \$42.00
7	70-30	up to \$31.50
8	80-20	up to \$21.00
9	90-10	up to \$10.50



News!

January 2007

Region Home of the "Extreme Commute"

The Washington Region is the poster child for "extreme commutes." According to a report released by the Transportation Research Board, Maryland, Virginia and Washington, DC all make the top ten list of so-called "extreme commutes," one-way commutes greater than 90 minutes.

The report, *Commuting in America III* is a decennial analysis of commuting trends based primarily on data from the 2000 Census data. Author and transportation consultant Alan Pisarski recently presented the report's key findings to the Chesapeake Chapter of the Association for Commuter Transportation.

While there has been a sharp increase in travel times, Pisarski says the most significant change is that national commute trends are less of a template for local commuting trends than in the past.

"This time we see much more variation. Transit tends to be up in the West and down in the East. Carpooling is up in the South and West, but down in the East and Midwest."

While the suburbs now account for the majority of job destinations nationally, Pisarski says the Washington area still has a strong orientation toward its central city.

"Because of the federal government Washington is special. There is much less shifting of jobs to the suburbs."

The report indicates that Virginia and Maryland lead the country in the percentage of commuters leaving their home county to go to work.

"Washington has lost some of its

(continued next page)

**There is
Another Way!**

www.bethesdatransit.org

Bethesda's Trolley Service Gets Makeover



New look, new management - same great service! The Bethesda 8 Trolley is now the Bethesda Circulator. The official unveiling of the brand new fleet of bright red trolleys was held on November 29th at Veterans Park. While the trolleys have changed, the Circulator is still free and still runs every eight minutes.

The Bethesda Urban Partnership (BUP) has taken over management of the system which had been run by Montgomery County since 1999. BUP is the non-profit organization that handles the marketing and maintenance for downtown Bethesda.

"The Bethesda Circulator is a natural fit with BUP," says BUP Director Dave Dabney. "The vibrant red trolleys reflect the vitality of downtown Bethesda. Whether you are here for a visit, live here or work here, the Circulator enhances the unique experience of Bethesda"



Convenient for Visitors and Commuters

The Circulator runs the same route, and has the same stops and operating hours. Many of the 18 stops between Bethesda Avenue and Rugby Avenue are located just steps away from public parking garages and the Bethesda Metro Station, making the Circulator convenient for commuters, shoppers, and visitors to Bethesda's popular restaurants, art galleries, and theaters.

Sponsorship Opportunities

The new fleet of trolleys is now partially funded through sponsorships. "BUP is pleased to be partnering with Chevy Chase Cars and Lionsgate as the Circulator's first official sponsors," says Dabney.

For further information on sponsorship opportunities for the Circulator, contact Dave Dabney at 301-213-6600 ext. 22. Check out the Circulator route map and operating hours on the next page.



Officials cut the ribbon for the Bethesda Circulator. Pictured from left to right, Maryland Delegate Bill Bronrott, DPWT Chief of Parking Operations Rick Siebert, Bethesda Urban Partnership Chair Michele Horwitz Cornwell, and former County Executive Doug Duncan.



News!

April 2007

Survey Says...

If you're like most commuters, you've had those days when you wish you could do something about the traffic situation in downtown Bethesda. Well now you can! Just fill out the 2007 Annual Commuter Survey. It will help BTS and Montgomery County better manage transportation in the downtown area.

The survey has been sent to randomly selected companies and must be completed by June 1, 2007. Paper surveys can be completed and returned in the provided postage paid envelopes. Or you can log on to www.bethesdatransit.org and respond electronically.

Companies that are required by the County to submit Traffic Mitigation Plans must make a good faith effort to achieve an 80-percent response rate from employees on the survey.

For survey assistance, contact Kristen Blackmon at 301-656-0868 x18 or kblackmon@bethesda.org.

Beat the Gas Pump Blues

With skyrocketing gas prices, you might want to consider leaving your car at home and trying some creative commuting. By the end of March, gas prices were expected to increase by 60 cents a gallon. No worries, BTS has some helpful suggestions:

- ✓ Take transit or join a carpool.
- ✓ Bike or Hike.
- ✓ Try teleworking.

Visit www.bethesdatransit.org for more information on transportation alternatives.

**There is
Another Way!**

www.bethesdatransit.org



Step Up and Take BTS' First Annual Walk & Ride Challenge!

Bethesda Transportation Solutions invites you and your co-workers to take multi-tasking to a whole new level by "putting a little step in your commute."

We all have demanding schedules and many of us want to enjoy a more active lifestyle, but can't find the time to go to the gym or take an early morning jog. Well, BTS has the solution!



Register for the Walk & Ride Challenge and try



turning your daily commute into a health-enhancing, calorie-burning, fun way to begin and end your day. Health experts recommend walking 10,000 steps a day as a way to maintain physical fitness. BTS wants to help you reach that goal.

"It all adds up," says Francine Waters, BTS director. "Walking from the Metro station to your office might be 2,000 steps. Or you might walk 1,200 steps to your favorite lunch spot."

Easy Steps

The Walk & Ride Challenge will be held June 4 – 22, 2007. Just follow these easy steps to register:

➤ Step One: Recruit

Recruit a team of two to five employees who are willing to track the number of steps they walk during three workweeks in June 2007.

➤ Step Two: Enter

Enter your team for the Challenge. The entry fee is only \$25 per team, plus \$5 for each team member's Official Challenge Kit which includes a pedometer, map, and other materials. Participation is limited to employers enrolled in Montgomery County's Super Fare Share Program, or who arrange for an informational meeting with BTS about the commuter subsidy program (Anne Kaiser 301-656-0868 x29) prior to the end of the contest.

➤ Step Three: Register

Have your team members sign-up to track their steps online at www.bethesdatransit.org.

Super Savings

Employers can help motivate and encourage employees to include walking in their daily commutes by enrolling in the County's Super Fare Share Program. Employers invest just \$1 to receive metrocheks

(continued next page)

Thanks!

Thanks to **Wendi Sorg** at Classic Concierge (7600 and 7700 Wisconsin Avenue- Bethesda Place) for assistance during Commuter Information Days (CID) held in March.

Free Information

If you would like to host a CID in your office or building's lobby, please contact BTS at 301-656-0868. We will bring the latest information on ridesharing, Guaranteed Ride Home Program, transit routes and maps, walking and biking in Bethesda. BTS representatives are also on-hand to answer questions.

Feeling Lucky?

The most popular attraction at the lunchtime event is the prize wheel! Everyone walks away a winner and one lucky participant receives the grand prize – a tower of treats to share with co-workers!



Grand prize winner Phillip McCarty of Fannie Mae enjoys his Tower of Treats compliments of BTS.

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Francine Waters, Director

worth up to \$110 during the first year. It's a multi-year program in which companies and the County split the costs in varying amounts after the first year.

Winning Steps

As if improving your health and the environment isn't enough, weekly prizes will be awarded and an official Challenge Cup will be given to the winning team's employer to keep for a year. Like hockey's Stanley Cup, it will move on to the 2008 champion.

"Everyone who competes will be a winner," says Waters. "Putting a little step in your commute helps reduce traffic, clean the air, and enhances your health."

BTS is pleased to be partnering with the following sponsors: The Greater Bethesda-Chevy Chase Chamber of Commerce, Chevy Chase Bank, Bethesda Urban Partnership, Washington Metropolitan Area Transit Authority (WMATA), Lionsgate, The Gazette and Montgomery County's Super Fare Share Program.

Get your walking shoes ready and visit www.bethesdatransit.org to register today!

Bike to Work Day on May 18th

Switch gears and try two-wheeled transportation on Friday, May 18th and be part of a regional event that attracts thousands of participants.

Bike to Work Day 2007 promises to be a fun-filled morning featuring free food, prizes, entertainment and the chance to win a bicycle donated by Griffin Cycle.

Bethesda's pit stop will be held along Reed Street (corner of Bethesda & Woodmont Avenues) from 6:30 – 8:30 am.

To register and receive a free t-shirt,

visit the Washington Area Bicyclist Association's (WABA) website at www.waba.org. Businesses that want to help promote the event, can request copies of the Bike to Work Day poster shown here by contacting BTS' Kristen Blackmon at 301-656-0868 x18.

Commuter Convoys

WABA volunteers will be leading "commuter convoys" from across the area. Each convoy leader is an experienced bicycle commuter who can assist you with safe riding and equipment tips, as well as the best route to your destination. You do not need to register for a convoy, simply show up at the designated time and location listed on WABA's website.





News!

June 2007

"Curiosity"-seekers Pack Literary Festival

If you thought Queen Elizabeth II drew a crowd during her recent visit, you must have missed the Bethesda Literary Festival! It was standing room only for Curious George during his April 21st appearance at the event (see photos below).

The mischievous monkey was in town, courtesy of BTS, to promote two issues near and dear to his heart - bike safety and reading.

WJLA-TV's Angela Starke read *Curious George Rides a Bike* and *Franklin's Bicycle Helmet* to help the pint-sized fans understand the importance of wearing the proper gear and using caution while riding a bike - in other words - no monkey business!



**There is
Another Way!**

www.bethesdatransit.org

The Incredible Shrinking Commute

It's a tale of two commutes. One has you rising before dawn to beat the traffic, only to find yourself moving at a snail's pace along the beltway. The other has you waking up with enough time to leisurely drink a cup of coffee and read the paper before hopping on transit for a short trip to work.

The latter commuter scenario is possible if you take advantage of *Live Near Your Work* (LNYW) programs that make it easier and more affordable to reduce the distance between home and work.

The North Bethesda Transportation Management District, in conjunction with Montgomery County and the Metropolitan Washington Council of Governments/Commuter

Connections, recently sponsored a free workshop to educate employers and developers about local, state, and federal housing incentive programs.



**LIVE
NEAR
YOUR
WORK**

"Commuters who become aware of these housing programs and who take advantage of these opportunities will improve their work-life balance," says Nicholas Ramfos, director of Commuter Connections.

Guide to Incentive Programs

Commuter Connections has developed a comprehensive guide to LNYW initiatives. It includes details about local, state and federal housing programs that offer settlement and closing cost grants, low interest loans, and a variety of other incentives to encourage home ownership closer to the workplace.

A recent study by the National Center for Housing Policy indicates that families spend a higher percentage of their income on transportation (29%) than housing (28%). The trend is expected to continue as 1.2 million more jobs are added to the Washington area by 2030, and more families choose to live far from their jobs where housing tends to be more affordable.

"Luckily, the region has an excellent transit and HOV system to support these commuters," says Ramfos. "But for some, a shorter commute, by way of living near one's work may be a better option."

Employers have found LNYW programs to be effective recruitment and retention tools because workers are less stressed and more productive.

More Information

For more information about LNYW programs, contact Commuter Connections at 800-745-RIDE, or visit www.commuterconnections.org. Or you can call BTS at 301-656-0868 or visit www.bethesdatransit.org.

Ride On Gets SmarTrip

You will no longer have to rummage around your purse or pocket for money to travel on Ride On. That's because it now accepts SmarTrip.

"With the introduction of SmarTrip cards on Ride On, we are making transit even easier and more convenient to use," says Montgomery County Executive Isiah Leggett.

Now when you board Ride On, simply touch the SmarTrip card to the top of the farebox and your fare will automatically be deducted.

The rechargeable farecards can be purchased online with a credit card at www.montgomerycountymd.gov or metroopensdoors.com. They're also available by mail, at Metro sales offices, retail outlets and commuter stores.

Bike Safety at Imagination Festival

BTS is partnering with the Washington Area Bicyclist Association (WABA) to sponsor a children's bike safety certification course during Imagination Bethesda.



The festival is sponsored by the Bethesda Urban Partnership and will be held Saturday, June 2nd (11 am - 4 pm) along Elm and Woodmont Avenues.

A certified instructor will be on hand from 11am to 1 pm at the BTS tent to check children's biking skills. WABA will supply bikes and helmets. For more information, visit www.bethesdatransit.org or BUP's website at www.bethesda.org.

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Dave Dabney, Acting Director

Waters Departs BTS for New Challenge

After seven years as director of BTS, Francine Waters has left to become director of transportation planning for the Washington Nationals. Waters is handling event transportation including: shuttle service, bicycling and coordination with Metro.

"It is difficult to get people out of their cars and on to public transportation, but Francine brought her own unique brand of energy and enthusiasm to the job," said Dave Dabney, executive director of the Bethesda Urban Partnership, "She also assembled an amazing team that together effectively - and creatively - raised public awareness about alternative transportation options. We wish Francine the best of luck as she takes on the challenges of a new position."

During Waters' tenure at BTS, Bethesda's non-auto driver mode share split jumped from 26% to 36%, enabling Bethesda to reach Stage III of development. Inspired by public arts projects in her hometown of Chicago, Waters was instrumental in bringing together the Bethesda business community, state and local government, BUP, and the Montgomery County's Arts and Humanities Council to design and install one-of-a kind poetry benches along the Bethesda Circulator route.



Francine Waters receives gifts and well wishes during her farewell luncheon on April 30th.

To make the business community, local leaders and commuters aware of the services available through BTS, Waters began publishing monthly newsletters in 2001. That same year, BTS also sponsored its first pit stop for the region's *Bike to Work Day*. In 2004 Waters introduced the *Bike Spirit Awards* to recognize individuals for their commitment to bike commuting.

Waters believed an important part of transportation demand management was to acknowledge the accomplishments of businesses. In partnership with The Greater Bethesda-Chevy Chase Chamber of Commerce, the Bethesda Advisory Committee held the *Commuter Champions Luncheon* in 2004 to honor companies with outstanding commute benefits, and businesses with County-approved Traffic Mitigation Plans. BTS also worked with the US EPA to designate 22 downtown Bethesda businesses as *Best Workplaces for Commuters*.

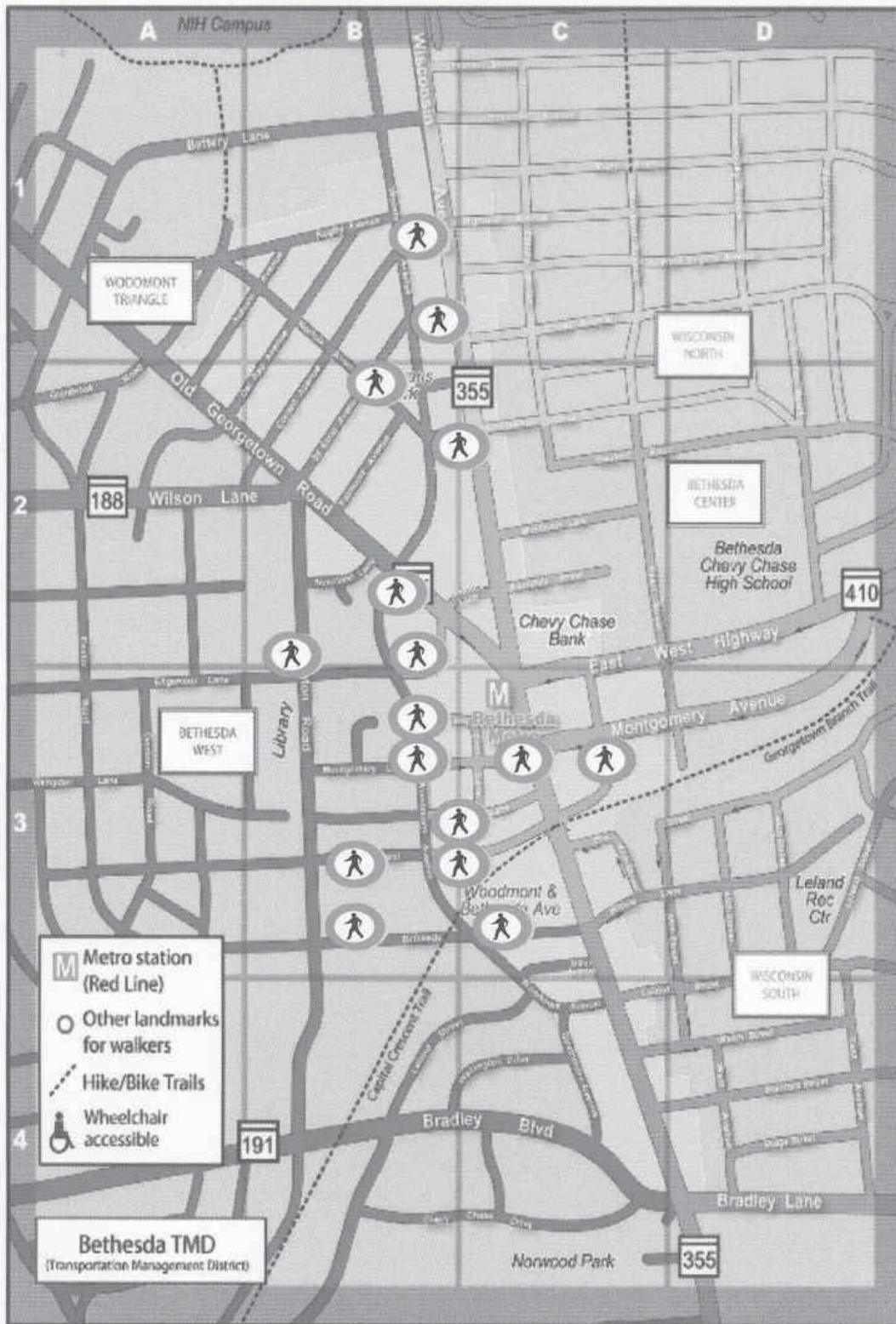
"It was a privilege to work with such a professional and creative team," said Francine Waters. "My departure is truly bittersweet. It was a difficult decision to leave the wonderful staff at BTS and BUP, but I look forward to crossing paths with everyone in the future."

Dave Dabney is now serving as acting director for BTS.


Appendix F Glossary of Terms and Abbreviations

AAO	Average Auto Occupancy. The number of vehicles entering the TMD related to the number of people they carry; calculated by dividing the number of persons commuting to work in a car or van by the number of vehicles.
AGP	Annual Growth Policy. A resolution adopted annually by the Montgomery County Council that contains guidelines for administration of the Adequate Public Facilities Ordinance for transportation and schools.
CBD	Central Business District. The central district of Bethesda, containing the highest concentration of commercial and retail buildings.
CLV	Critical Lane Volume. The maximum number of vehicles crossing the center point of an intersection within a specified period, usually the morning or evening peak hour.
LOS	Level of Service. A standardized, qualitative measure used to describe the level of traffic congestion, general speed and degree of maneuverability on a specified section of the roadway. A rating of "A" indicates free flowing traffic movements. As the rating decreases from "B" to "F" (the lowest rating), traffic increases in volume, becoming more of a forced flow.
NADMS	Non-Auto Driver Mode Share. Percent of commuters who are not drivers of single occupancy vehicles, carpools or vanpools.
PLD	Parking Lot District. Purpose is to promote a comprehensive transportation system by balancing rates and supply, as well as encouraging balanced use of transportation modes. Along with supporting the TMD, the PLD funds are used for mass transit, economic development, and parking operations.
SOV	Single Occupant Vehicle. Vehicle with a driver and no other passengers; TMD efforts are directed primarily toward reducing the occurrence of single occupant travel.
TBC	Transportation Benefits Coordinator. An employer's liaison with TMD staff, who implements a company's TMP and handles commuting issues of their employees.
TDM	Transportation Demand Management. Implementation of strategies intended to reduce the peak hour non-auto driver mode share within the TMD, encouraging use of carpool/vanpool, transit, walking, biking, teleworking, and alternative work schedules.
TMD	Transportation Management District. Mission is "promotion of a major shift of travel from drive-alone use to transit, carpooling and other alternatives" within the designated boundaries of the district.
TMP	Traffic Mitigation Plan. List of TDM strategies crafted by employers with the assistance of the County and TMD staff; designed to address employee commuting needs and help the TMD reach its overall traffic mitigation goals. Mandatory submission by companies within the TMD with 25 or more employees.
Mode Choice	Commuting method including drive alone, carpool, vanpool, biking, walking, or other work schedule (telework, compressed work week).
Peak Hour	The 60-minute period with the greatest number of arrivals in the TMD. Established by responses to the Annual Commuter Survey.
Peak Period	Standard periods in the morning and evening where arrivals and departures in the TMD are typically highest. The AM Peak Period is 6:30am to 9:30am. The PM Peak Period is 4:00pm to 7:00pm.
Telework	<i>aka</i> Telecommuting. Business management tool where employees are permitted to complete their job tasks at home or at telework centers.

Appendix G Location of Countdown Pedestrian Signals




Appendix H Map: Bethesda Bike Rack Locations




Bicycle Rack

Bethesda "8"

Trolley Stops






For more information about Bethesda's Bike Racks or biking into Bethesda, please contact:

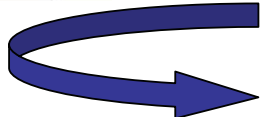
Bethesda Transportation Solutions
(301) 656-0868 or www.bethesdatransit.org

Bethesda's Bike Racks are maintained by:

Bethesda Urban Partnership
(301) 215-6660



Address for Bike Rack on Reverse Side



Note: "Bethesda 8" was renamed to "Bethesda Circulator" in September 2006.