

Bethesda Transportation Management District
Bethesda Transportation Solutions
Montgomery County, Maryland

BIENNIAL REPORT

FY2012 – FY2013



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
FY2012 – FY2013

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I. EXECUTIVE SUMMARY

Bethesda Transportation Management District Performance Highlights

This report describes the activities and performance of the Bethesda Transportation Management District (TMD) for fiscal years 2012 and 2013, which began July 1, 2011 and ended June 30, 2013. Bethesda Urban Partnership (BUP) is the Transportation Management Organization (TMO) for the Bethesda Central Business District (CBD) and has been in operation for 14 years. The Bethesda TMD was adopted into legislation on February 23, 1999 with County Council Resolution Number 14-56. On December 20, 1999 a contract was signed with Montgomery County for BUP to operate the TMD. BUP created the name Bethesda Transportation Solutions (BTS) as a marketing tool for the TMD.

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

The staging plan as outlined in the 1994 Bethesda CBD Sector Plan recommends evaluation of Transportation Demand Management (TDM) performance in part by monitoring the mode share of CBD employees. The Bethesda TMD met and exceeded the Stage I goal of 32% non-auto driver mode share (NADMS) in 2002. In 2004, the Maryland-National Capital Park and Planning Commission recommended proceeding to Stage II in the Sector Plan in the Bethesda CBD, which set a goal of 37% NADMS, which was met in 2007. The results of the 2012 Commuter Survey indicate an NADMS of 42% (including telework and compressed work weeks).

This report takes a comprehensive look at the programs and services marketed to employers in the TMD, as well as trends in transit ridership, and inventory of public and private parking facilities. The report also includes results and analysis of the 2012 Commuter Survey. There was no Commuter Survey in the 2013 calendar year. Key elements are summarized below, organized according to sections of the report.

A. Operations, Programs, Services, Participation

- The Walk and Ride Challenge grew in its reach into other TMD's. In 2011, the Challenge expanded to Friendship Heights and Silver Spring. In 2012, it expanded again to include the newly formed Greater Shady Grove TMD.
- The number of bicyclists registering for Bike to Work Day took a slight dip in 2012, but began the upward trend again in 2013.
- BTS held weekly Commuter Information Days in office buildings throughout downtown Bethesda.
- Nine Bethesda companies were recognized with Honorable Mentions during the 2012 and 2013 Employer Recognition Awards, presented by the Metropolitan Washington Council of Governments (MWCOG).

- BTS' website, www.bethesdatransit.org, continues to serve the community as the premier site for commuting information in Bethesda.
- The Commuter Solutions Newsletter's monthly readership continues to grow and become more interactive. In 2012, the percentage of readers clicking on a link within the newsletter was 5%. In 2013, that number had grown to 11%.

B. TMD Commuting Profile

- The Bethesda TMD continues to perform well by meeting and exceeding the goals outlined in the Annual Growth Policy (AGP). The NADMS, including telework and compressed work schedules, was 42% in FY2013 (the 2012 Commuter Survey) which exceeds the goal stated in Stage 1 of the Sector Plan.
- Telework and compressed work schedules continue to rise and are increasingly influential in Bethesda's mode share statistics. Without considering those teleworking or working a compressed work schedule, Bethesda's NADMS was 40% according to the 2012 (FY2013) Survey. When those modes are taken into consideration, the NADMS rises to nearly 42%.

C. Traffic, Parking and Transit Ridership Trends

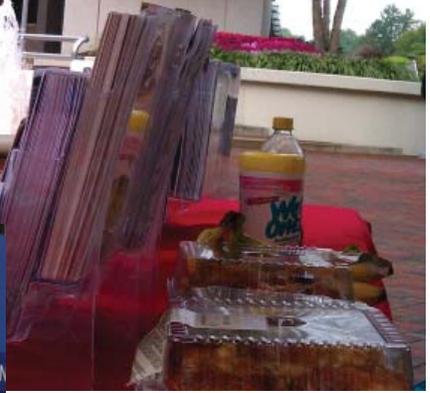
- Ridership at the Bethesda Metro station had declined slightly in FY2010, but was back into an upward trend by the end of FY2011. This trend continued in FY2012. In FY2013, there was a slight dip in Metrorail ridership, most likely due to the prolonged elevator closure and extensive media coverage of Metro's reliability and safety.
- The Bethesda Circulator's ridership is continuing its upward trend. In FY2012, 282,406 riders had hopped on the bus. In FY2013, that number had risen to 314,987.
- The amount of commuters bicycling and walking to work is increasing, jumping from 5% of respondents in the 2011 Commuter Survey to 6% in 2012. Bethesda's bicycle and pedestrian friendly infrastructure is partially responsible for this uptick, and it received regional attention when the League of American Cyclists designated Downtown Bethesda as a "Bicycle Friendly Community" in 2012.
- Although transit ridership has been fluctuating in recent years, the overall transit picture remains strong, with more employees taking advantage of their company's benefits and incentive programs.

D. Emerging Trends and Next Steps

- BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBC) in the CBD. Staff will continue to develop relationships and network with TBCs and BTS assists them in complying with the Montgomery County law 42A requiring businesses with 25 or more full or part-time employees to file a Traffic Mitigation Plan (TMP) and Annual Reports with the County's Department of Transportation.

- BTS has worked diligently with employers to keep them apprised of changes in the administration of transit benefits. This includes the promotion of all changes and workshops regarding those changes presented by WMATA or Montgomery County, and individual assistance when necessary.
- BTS will continue to work with its partners to promote programs and services that will sustain the achieved mode share, while continuing to reduce single occupancy trips and promoting economic growth.





II. INTRODUCTION

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

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



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

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

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

This report offers a comprehensive look at the TMD's operations, services, activities and performance from July 2011 through June 2013. It presents comparisons of annual performance so the TMD's progress in meeting AGP objectives can be clearly tracked and evaluated. Please note: acronyms used throughout this report are defined at first mention, and are also included in a glossary found in **Appendix J** for easy reference.

Figure 2.1
Map of Bethesda Transportation Management District



Source: Montgomery County DOT

III. TMD OPERATIONS, PROGRAMS and SERVICES

A. TMD Objectives

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

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



B. TMD Operations

Organization

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

Staffing

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

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

Funding

Bethesda's TMD is funded by a grant from Montgomery County's Department of Transportation (MCDOT). It is unique in that it is fully supported by Bethesda's Parking Lot District Enterprise Fund. The purpose of the Parking Lot District (PLD) is to promote a comprehensive transportation system by balancing rates and supply, as well as encouraging balanced use of transportation modes. Funding for the PLD primarily comes from parking district taxes, parking fees, and parking fines. Along with supporting the TMD, the PLD funds are used for mass transit, economic development, and parking operations. Neither BUP nor the TMD receive any General Fund dollars.

BTS also raises sponsorship money from local businesses to help support annual events such as the

Walk & Ride Challenge and the Bethesda Pit Stop on Bike to Work Day. However, these events are primarily funded by the contract with MCDOT.

Advisory Committee



Members of the Bethesda TMD Advisory Committee are appointed to three-year terms by the BUP Board of Directors and provide advice and recommendations to BTS staff, Montgomery County's Department of Transportation (MCDOT), and the County Executive on the transportation system and TMD-related policies, programs and operations. **Table 3.1** provides the list of Advisory Committee members in FY2012 and FY2013.

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

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

The Advisory Committee's responsibilities include:

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

Table 3.1
Bethesda Transportation Management District Advisory Committee

| | FY12 | FY13 |
|---|--|--|
| BCC Chamber of Commerce | | |
| | Lisa Fadden, Chevy Chase Land Co. | Erin Allen, ConTemporaries, Inc. |
| | Clyde Garrett, Monument Bank - Chair | Clyde Garrett, Monument Bank - Chair |
| | David Viertels, Apex Home Loans | David Viertels, Apex Home Loans |
| Western Montgomery County Citizens Advisory Board | | |
| | Maureen Bryant, Resident Within TMD | Maureen Bryant, Resident Within TMD |
| | Deborah Michaels, Resident Adjacent to TMD | Deborah Michaels, Resident Adjacent to TMD |
| | Linda Moreno, Resident Adjacent to TMD | Linda Moreno, Resident Adjacent to TMD |
| | Philip Shar, Resident Within TMD | Philip Shar, Resident Within TMD |
| Large Employers (50 or more) | | |
| | Russell Phillips, Reznik Group | Russell Phillips, Reznik Group |
| | Lauren Lefkowitz, Calvert | Lauren Lefkowitz, Calvert |
| Small Employers (less than 50) | | |
| | Ben Schlesinger, Benjamin Schlesinger and Associates (BSA) | Ben Schlesinger, Benjamin Schlesinger and Associates (BSA) |
| | Charles Andrews, S.S. Papadopoulos & Associates | Charles Andrews, S.S. Papadopoulos & Associates |
| Non-Voting | | |
| | Karen Thon, BCC Services Center | Karen Thon, BCC Services Center |
| | Sgt. Roy Russell, Montgomery Co. PD | Sgt. Roy Russell, Montgomery Co. PD |
| | Sande Brecher, MCDOT Commuter Svcs | Sande Brecher, MCDOT Commuter Svcs |
| | Mark Kramer, Representing BUP | Mark Kramer, Representing BUP |

C. TMD Marketing & Outreach Programs

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

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

- Recruiting and retaining employer/employee participation;
- Establishing partnerships with businesses and affinity organizations;
- Fostering relationships with companies in the CBD;
- Developing a clear, consistent and coherent message; and
- Identifying transportation needs and facilitating solutions.

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

- **Maryland Commuter Choice Tax Credit:** Maryland employers can claim a tax credit of up to \$50 per employee per month to offset the cost of providing transit subsidies.
- **Maryland Telework Partnership with Employers:** A program sponsored by the Maryland Department of Transportation that provides free consulting services to companies that want to start or expand a telework program.
- **Guaranteed Ride Home Program:** Sponsored by the Washington Metropolitan Council of Governments (MWCOG), the program provides four free taxi or rental car rides during personal emergencies or for unscheduled overtime for commuters who regularly ride transit, carpool/vanpool, bike or walk to work.
- **Best Workplaces for Commuters:** Formerly managed by the US Environmental Protection Agency, BWC is now managed by the National Center for Transit Research at the University of South Florida. The program recognizes companies with outstanding commuter benefits.
- **Bike to Work Day:** BTS has participated in the annual regional Bike to Work Day since 2001. The event is held to educate commuters about the health, economic and environmental benefits of biking to work. Bethesda recognizes extraordinary commitment to two-wheeled commuting with the Bicycle Commuter Spirit Awards, which are distributed during the Bike to Work Day festivities.
- **Carpool Ridematching Services:** Using the regional Commuter Connections ridematching database, BTS staff helps match commuters looking for carpools that align with their route and daily schedule.
- **Preferred Parking:** Carpool or vanpool participants are eligible for discounted monthly parking permits at County-operated parking facilities. BTS staff assists carpool participants with the permit application process.
- **Customized Transit Routing:** Customized transit routing is available free through BTS and promoted during Commuter Information Days and employer meetings.
- **Traffic Mitigation Plans & Annual Reports:** Montgomery County law requires businesses within the County's TMDs that have 25 or more full or part-time employees to submit Traffic Mitigation Plans to MCDOT. Updated Annual Reports must also be filed with the County. Staff encourages the submission of voluntary TMPs and Annual Reports.
- **The Walk & Ride Challenge:** The Walk & Ride Challenge began in 2007, created by BTS to be an annual event focused on encouraging people to walk more and drive less, particularly as they travel to and from work and transit.
- **Car Free Day:** Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOG, culminating in a street festival in downtown DC. The event takes place annually on September 22, with the

purpose of getting as many people off the road as possible for just one day, to show what our roads could look like without traffic.

Employer Transportation Benefits Coordinators

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

There are 1,628 businesses in the Bethesda database, and each business has a designated TBC. BTS staff works closely with the TBCs to assist companies that are required to submit Traffic Mitigation Plans (TMPs) and Annual Reports. Maintaining a working relationship with TBCs is an important part of BTS' efforts to reach out to employers and raise awareness about the programs and services available to them.

Rideshare Matching

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

The information that BTS keys into this database is generated by the weekly BTS lobby promotions in and throughout the TMD of Bethesda, individual employer presentations, special city-wide commuter events or through BTS direct marketing. Interested commuters are provided free, customized transit routing along with free transit schedules mailed directly to their residence, or sent via email. Potential carpool/vanpool drivers or riders are provided free match lists containing names and contact information of similarly interested commuters, living in the same neighborhood or along the same commute corridor. As a member of Commuter Connections, BTS contributes to the database of commuters region-wide, thereby offering each interested commuter a much broader list of potential pool matches.

In FY2012, the rideshare database for Bethesda included 307 participants in the database, with 27 registered carpools. By the end of FY2013, there were 311 participants in the database, with 43 registered carpools. BTS works hard to maintain the integrity of the database. New participants are constantly being added (113 and 115 in FY2012 and FY2013, respectively) and others eliminated when their circumstances change.

Commuter Information Days

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

Through the weekly CIDs, BTS provides employers and employees with information on Guaranteed Ride Home, the Maryland Commuter Tax Credit, rideshare matching, preferred parking, customized transit routing, transit maps and schedules, telework, biking and walking. To generate interest, prizes

are distributed to all participants by using a fun prize wheel, including a grand prize that is drawn at the conclusion of the CID. The grand prize is an attractive gift basket filled with food products and BTS promotional items that the winner can share with coworkers to further spread the word about BTS.

In fiscal years 2012 and 2013 a total of 888 commuters filled out a form at our CID table, to participate in the prize wheel and raffle and to request more information.



Newsletters

The “Commuter Solutions Newsletter” has been in electronic format since June 2009, and transitioned from bimonthly release to a monthly schedule in July 2009. It continues to be well received and well read. BTS reaches over 2,500 recipients each month, with an average of 16% readership. The web-based software used allows staff to analyze data for each publication. See **Table 3.2** below for a detailed look at the statistics from FY12 - FY13 compared to FY10 - FY11.

Table 3.2
Newsletter Response Report

| Commuter Solutions Newsletter | | | | |
|-------------------------------|-----------------|------------------------------|-----------------|----------------------------|
| | FY2010 - FY2011 | | FY2012 - FY2013 | |
| Total emails sent | 1,135 | | 2,551 | |
| Total emails received | 1,105 | 97% of total emails sent | 2,512 | 99% of total emails sent |
| Total bounces | 30 | 3% of total emails sent | 39 | 2% of total emails sent |
| People who opened it | 249 | 23% of total emails received | 404 | 16% of total emails sent |
| People who clicked through | 13 | 5% of total emails opened | 45 | 11% of total emails opened |

The publication features programs and services available through BTS, the latest transportation news and information about BTS sponsored events, as well as profiles on companies, employees, transportation leaders and BTS Advisory Committee members. See **Appendix A** for examples of the BTS newsletter from FY12 - FY13.

Figure 3.1
Example of CID Flyer

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





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



Commuter Information Event

Wednesday, March 27
11:30 am - 1:30 pm
Lobby of 7272 Wisconsin Ave.

Do you have questions about:

- Carpooling
- Telework/Flextime
- Bike to Work
- **FREE** Bethesda Circulator
- Smart Benefits/SmarTrip
- Metrorail
- Guaranteed Ride Home Program
- Metrobus, Ride On & Express Bus Routes
- Car Sharing
- Maryland Commuter Tax Credit

We can help make your commute easier!

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

| | | |
|---|---|--|
| <p>Commuter Services</p> <ul style="list-style-type: none"> Customized Transit Routing Carpool Connections Metrobus/RideOn Bethesda Circulator Metrorail/MARC/VRE Biking & Trail Information | <p>Employer Services</p> <ul style="list-style-type: none"> SmartBenefits Traffic Mitigation Plans Commuter Information Days Employer Tax Incentives Implementing Telework Programs | <p>Special Events</p> <ul style="list-style-type: none"> Bike to Work Day — Bethesda Pit Stop Walk & Ride Challenge  |
|---|---|--|

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

Banners

BTS uses two Walk and Ride banners that stretch across Woodmont Avenue and Wisconsin Avenue to encourage registration. In addition, a smaller banner is used at weekly commuter events. A banner is also displayed on Barnes and Noble's balcony promoting Bike to Work Day, which is held just across the street from the store. In addition, in FY13, BTS purchased a banner to use a backdrop at Commuter Events and Bike to Work Day. Photos of these banners can be seen in **Appendix B**.

Other Advertising & Outreach

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

D. TMD Events

Car Free Day

Bethesda has participated in International Car Free Day each year since 2008, as part of a region-wide event spearheaded by MWCOG, culminating in a street festival in downtown DC. The event takes place annually on September 22, with the purpose of getting as many people off the road as possible for just one day, to show what our roads could look like without traffic. The CarFreeMetroDC.com website allows commuters to take the pledge to go car-free or "car-lite" for the day. DC celebrated Car Free Day for the first time in 2007, and 1,000 commuters took the pledge. In 2008 it was expanded to a region-wide effort.

Bethesda's participation was coordinated by Montgomery County's Commuter Services Section. BTS staff set up a tent and table outside the Bethesda Metro station to give out buttons commemorating the day, and solicited raffle entries from commuters for prizes such as an Amazon Kindle and a SmarTrip card. Staff also used this opportunity to provide brochures, maps and other information relevant to Bethesda commuters. In 2011, BTS collected over 50 raffle entry cards from commuters stopping by the table at the Bethesda Metro. The BTS event was featured in the October TPB Newsletter, included in **Appendix C**.

In 2012, Car Free Day fell on a Saturday. The Car Free Day Steering Committee was faced with two options: move the event to Friday, September 21, 2012 or leave the event on Saturday, September 22 and encourage people to not use their cars for leisure activities. The Committee chose the latter option and BTS moved their Car Free Day celebration to the Farmer's Market at Veteran's Park. Staff collected information from 20 people wanting more information about commuting options.

Walk & Ride Challenge

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

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



During the Challenge, a prize such as an iPod or Kindle is raffled off each week, from the pool of walkers logging at least 50,000 steps per week. Other prizes are awarded weekly as well, for participation in weekly “scavenger hunts,” as well as for those walking at least 25,000 steps each week. 2010 saw the debut of the Three Day Challenge, which encourages drive-alone participants to give up their cars for three days and document their switch on a form. Qualifying forms are then entered into a drawing and the winner is chosen randomly. Recent

years have also included a Facebook Challenge and a Photo Challenge. To qualify for the prize drawing in the Facebook Challenge, participants had to “like” BTS on Facebook, and write something positive about the Walk and Ride Challenge on the BTS Facebook page. For the photo challenge, participants sent BTS staff photos of their alternative commute, which were organized into an album and, with the participants permission, posted on Facebook. In both Challenges, qualifying entries were placed into a drawing for a prize.

In 2011, the Grand Prize went to the Top Team with the highest average steps, and the Top Individual with the highest total steps. In 2012, the Top Individual prize was eliminated (as the this person was often on the winning team) in favor of awarding the top three teams with the highest average step count. This prize structure has been maintained in the most recent years. Feedback from the post-event surveys each year has been very positive.

In 2011 BTS had over 250 participants. In 2012, BTS had 226 participants registered in the Walk and Ride Challenge.

Telework Week

BTS promoted and participated in Telework Exchange's Telework Week, which was held March 5-9, 2012 and March 4-8, 2013. Both years, BTS promoted the event, as well as the benefits of Telework in its January newsletters.

Bike to Work Day

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and MWCOG to promote the health, environmental and economic benefits of commuting by bike. The BTS sponsored Bethesda pit stop has grown steadily since the first event was held in 2001 and has consistently been one of the largest in the region in recent years. See **Table 3.3** for the progression of Bike to Work Day participation from 2003 – 2013.

Table 3.3
Bike to Work Day Registration
2003 - 2013

| 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------|------|------|------|------|------|------|------|------|------|------|
| 250 | 325 | 430 | 465 | 525 | 575 | 670 | 717 | 780 | 644 | 708 |

Bike to Work Day 2012

The Bethesda Pit Stop had a record of over 550 participants check in on-site and 644 registered.

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

- Maryland State Senator Brian Frosh
- Maryland State Delegate Susan Lee
- Maryland State Delegate Craig Zucker
- Montgomery County Council President Roger Berliner
- Montgomery County Council Member George Leventhal
- Alex Wong of Congressman Van Hollen's office



Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – dozens of prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Giveaways included water bottles, pant-leg straps, and \$5 gift cards to Naked Pizza. We were also able to give away a supply of tire patch kits from Bicycle Space.

Several businesses were provided tables with representatives at the event, including: AAA/Clean Air Partners, YMCA, Team in Training, Equinox Fitness Clubs, Bethesda Green, the Lymphoma Research Ride and WABA, and we also hosted a special Bike to School Day check-in for Bethesda Chevy-Chase High School. Griffin Cycle was on site doing free bike maintenance checks and also gave out water bottles.

Honest Tea came out with staff to provide samples as well as full-sized bottles of tea and juices, and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and BTS provided coffee from Dunkin Donuts. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

We had the pleasure of hosting the unveiling of Honest Tea's new bike rack initiative, presented by representatives from Honest Tea, Federal Realty and Bethesda Green.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 8th Annual Bicycle Commuter Spirit Awards. This year's winners were Steven Romanoff and Linda H. Starr. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Fox 5 News, 9 News Now and 88.5 WAMU. Professional event photography was done by Daniel Peck of Peck Studios.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: Calvert Investments, Griffin Cycle, AAA, Clean Currents, City Bikes, The Montgomery County Police Department, Equinox Fitness Clubs, Whole Foods, Honest Tea, Spring Mill Bread Company, Bethesda Bagels, Unity Woods Yoga Center, Hard Times Café, Team in Training, the Lymphoma Research Ride, 5-Hour Energy, Lilit Café, Bethesda Green, the Bethesda-Chevy Chase Chamber of Commerce, Naked Pizza, WABA and Drink More Water.

Bike to Work Day 2013

The Bethesda Pit Stop had over 458 participants check in on-site and 708 bicyclists pre-register.

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

- Maryland State Comptroller Peter Franchot
- Maryland State Delegate Susan Lee
- Michael Jackson, Director of Bicycle and Pedestrian Access for the Maryland Department of Transportation
- Ken Hartman, representing Montgomery County Executive Isaiah Leggett
- Montgomery County Council Member Roger Berliner

- Bill Nesper, Vice President, Programs of the League of American Cyclists
- Karen McManus, Deputy District Director for Outreach, Office of Representative Chris Van Hollen

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – dozens of prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Giveaways included water bottles and bike lights.



Several businesses were provided tables with representatives at the event, including: the Cystic Fibrosis Foundation, Best Buddies, Clean Currents, YMCA, ING Financial Partners, Rails to Trails, Zipcar, the Montgomery County Police, Equinox Fitness Clubs, Bethesda Green, the Lymphoma Research Ride and WABA, and Griffin Cycle was on site doing free bike maintenance checks and also gave out water bottles.

Honest Tea came out with staff to provide samples as well as full-sized bottles of tea and juices, and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Calvert provided coffee from Dunkin Donuts. DrinkMore Water donated jugs of water and lent out water dispensers, so participants could fill water bottles instead of picking up bottled water.

Delegate Kelly and BTS Director Kristen Blackmon presented Bethesda's 9th Annual Bicycle Commuter Spirit Awards. This year's winners were Robert Aceituno and Wayne Ctvrtnik. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included an article in Bethesda Now (included in **Appendix C**). Professional event photography was done by Daniel Peck of Peck Studios.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: All Fired Up, Assaggi Mozzarella Bar, Balance Bethesda, Bethesda Bagels, Bethesda Green, Bethesda-Chevy Chase Chamber of Commerce, Bethesda Court Hotel, Best Buddies Challenge, Bethesda Sport and Health, Blackfinn, Calvert, City Bikes, Clean Currents, Core Power Yoga, Cystic Fibrosis Foundation Cycle for Life, Dansez Dansez, DrinkMore Water, Equinox Fitness Clubs, Fitness Together, Griffin Cycle, Hard Times Café, Hilton Garden Inn, Honest Tea, ING, Kabob Bazaar, Lymphoma Research Ride, Mamma Lucia, Montgomery County Police, Original Pancake House, Rails to Trails, Regal Cinemas, Relay Foods, Spring Mill Bread Co., Tae Kuk Martial Arts, Unity Woods Yoga, Whole Foods, YMCA – Bethesda, and Zip Car.

Employer Recognition Events

Commuter Connections Employer Recognition Awards: The Commuter Connections annual Employer Recognition Awards Ceremony recognizes employers who have voluntarily initiated programs that facilitate the use of commuting alternatives. Eligible employer programs included those that marketed alternative commuting options, initiated a successful telework program, or provided incentives that made using alternative transportation modes easier and more attractive than driving alone. The employer award categories are Incentives, Marketing and Teleworking, and there are also awards for MWCOG partner jurisdictions for employer services achievements. In both 2012 and 2013, a number of Bethesda employers were recognized (see **Table 3.4** below).

Table 3.4
Bethesda Companies Recognized at Employer Recognition Awards

| 2012 | 2013 |
|---|--|
| American Society of Health System Pharmacists (Honorable Mention) | Europ Assistance USA (Honorable Mention) |
| BF Saul (Honorable Mention) | First Potomac Realty Trust (Honorable Mention) |
| Chevy Chase Land Company (Honorable Mention) | Imagination Stage (Honorable Mention) |
| Europ Assistance USA (Honorable Mention) | Lerch, Early and Brewer (Honorable Mention) |
| SS Papadopoulos and Associates (Honorable Mention) | |

E. Traffic Mitigation Plans & Annual Reports

Montgomery County law requires every employer in the County's TMDs with 25 or more full or part-time employees to submit a Traffic Mitigation Plan (TMP) within 90 days of notification from the County. See **Appendix D** for samples of a typical TMP and Annual Report. Montgomery County's Commuter Services Section coordinates compliance with the legal requirements under this law.

The purpose of the law is to reduce traffic congestion and encourage the use of commute options for more than 100,000 employees in the TMDs. Employers are required to implement eight strategies:

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

BTS has assisted 125 downtown Bethesda companies in submitting their TMPs to the County.

These companies are also required to submit Annual Reports each year after the initial TMP is submitted, describing the implementation of traffic mitigation activities of the business over the preceding year. BTS has assisted with 250 Annual Reports.

Companies with fewer than 25 employees are required to submit an exemption. BTS has assisted 54 companies with their exemptions. The forms used to complete the Traffic Mitigation Plan and Annual Report are included in **Appendix D**.

IV. COMMUTING PROFILE

The primary method of evaluating TMD performance is the non-auto driver mode share (NADMS), which is determined by Montgomery County's Commuter Survey. The survey also provides valuable information about commuting patterns such as the peak hour of travel to Bethesda, the number of commuters traveling during non-peak hours, and areas from which Bethesda employees commute. In the Spring of 2012, it was decided to move the survey to the fall of that year, so there are no survey



results for FY2012. Survey results marked "2012" were from the survey done in the fall of that year, which falls into FY2013.

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

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

Since 2005, Montgomery County has used a survey focused on commuting patterns over the course of a week instead of just one day, which provides a clearer picture of commuting trends because many people vary their commute modes at least one day per week. In the past, paper surveys were distributed to selected businesses with business-reply envelopes. In recent years, however, many surveys are submitted on-line via a link distributed by BTS to the employer contacts. More surveys are now submitted on-line than not. A copy of the 2012 Survey is included as **Appendix E**.

Non Auto Driver Mode Share (NADMS)

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

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

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

Peak Period

The peak period is the two-hour period of 7:00am to 8:59am, which is traditionally the time period when the most people are commuting to work. We analyze mode choice for the peak period in order to see a broad view of how effective TDM strategies have been in reducing traffic during the traditional rush-hour period. **Table 4.1** shows the NADMS for the peak period in FY2013, including employees working from home or on a compressed work schedule.

Table 4.1
FY2013* Peak Period NADMS, including Telework and Compressed Work Schedules

| Surveyed Time Frame (6:00am - 9:59am) | | | | | |
|---------------------------------------|------------------|---------------|---------|-----------------|---------|
| | | 7:00am-8:59am | | Non Peak Period | |
| | | Resp Cnt | Col % | Resp Cnt | Col % |
| Non-Auto Driver Mode Share | Non-Driver Modes | 1,148 | 41.7% | 893 | 36.7% |
| | Driver Modes | 1,605 | 58.3% | 1,538 | 63.3% |
| | Total | 2,753 | 100.00% | 2,431 | 100.00% |

*The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013.

Table 4.2 shows a comparison of NADMS rates for the peak periods of the last five years, starting in 2008. As shown, the NADMS declined from 2009 to 2011 and spiked dramatically in 2012. The NADMS percentages below include those teleworking and working compressed work schedules.

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

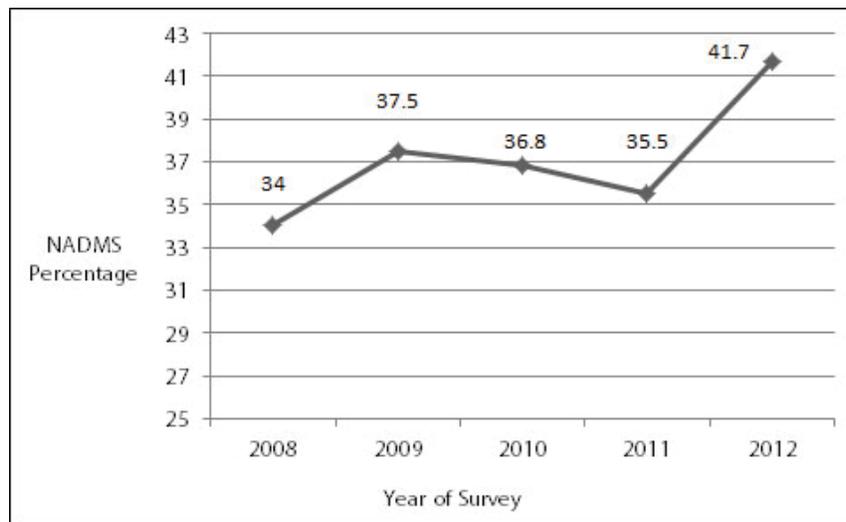


Table 4.3 does not include those teleworking or on a compressed work schedule. The change in non-driver mode share is significant enough to encourage the conclusion that TDM strategies promoting telework programs and compressed work schedules are effective in reducing traffic in the service area. In FY2013, the NADMS went up two percent when telework and compressed work schedules were taken into account.

Table 4.3
FY2013* Peak Period NADMS, not including TW/CWS

| Surveyed Time Frame (6:00am - 9:59am) | | | | | |
|---------------------------------------|------------------|---------------|---------|-----------------|---------|
| | | 7:00am-8:59am | | Non Peak Period | |
| | | Resp Cnt | Col % | Resp Cnt | Col % |
| Non-Auto Driver Mode Share | Non-Driver Modes | 1,060 | 39.8% | 775 | 33.5% |
| | Driver Modes | 1,605 | 60.2% | 1,538 | 66.5% |
| | Total | 2,665 | 100.00% | 2,313 | 100.00% |

*The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013.

Peak Hour

We calculate the peak hour in order to observe changes in traffic patterns. To calculate the peak hour, the survey results have broken down peak arrival times into 15-minute increments, making the peak hour the block of 4 consecutive increments with the most arrival times. **Table 4.4** illustrates Peak Hour mode share for FY2013. In FY2013, the period of 8:30 - 9:29am had the highest number of respondents, thereby making it the peak hour. The non-driver modes in **Table 4.4** includes those working from home or taking a compressed day off.

Table 4.4
FY2013 Peak Hour NADMS

| Surveyed Time Frame (6:00am - 9:59am) | | | |
|---------------------------------------|------------------|---------------|---------|
| | | 8:30am-9:29am | |
| | | Resp Cnt | Col % |
| Non-Auto Driver Mode Share | Non-Driver Modes | 1,035 | 43.2% |
| | Driver Modes | 1,359 | 56.8% |
| | Total | 2,394 | 100.00% |

*The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013.



A. Response Rate

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

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

As **Table 4.5** below indicates, survey participation by employers has fluctuated considerably since 2000. The average employer response rate since 2004 is 62%, which is substantial and provides an excellent pool of results for our analysis. Employee participation has remained fairly steady over the years, with an average from 2000 - 2013 of 18%. The fluctuation in employer participation can be attributed to the methodology required by the County, wherein the pool of surveyed companies changes year to year.

Table 4.5
2000 - 2012* Survey Participation of TMD Employers and Employees

| | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2000 |
|---|--------------|--------|--------|--------|--------|--------|-------|--------|-------|-------|-------|
| Employers Surveyed | 66 | 107 | 117 | 126 | 98 | 94 | 120 | 111 | 119 | 226 | 97 |
| Employers Responding | 36 | 58 | 72 | 80 | 68 | 60 | 78 | 77 | 71 | 30 | 46 |
| Employer Response Rate | 55% | 54% | 62% | 63% | 69% | 65% | 65% | 69% | 60% | 8% | 47% |
| Surveys Distributed | 9,199 | 11,518 | 11,663 | 13,497 | 10,956 | 10,193 | 9,680 | 11,022 | 8,035 | 7,970 | 8,079 |
| Surveys Returned | 1,096 | 1,428 | 2,413 | 2,298 | 2,812 | 1,373 | 1,775 | 1,902 | 1,865 | 1,216 | 1,560 |
| Employee Response Rate | 12% | 12% | 21% | 17% | 26% | 14% | 18% | 17% | 23% | 15% | 19% |
| *The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013. | | | | | | | | | | | |

Also reflected in the Employer Response Rate is the impact of County-mandated Traffic Mitigation Plans. Beginning in 2004, employers with 25 or more full or part-time employees were obligated to make a “good faith effort” to achieve a response rate from their employees of at least 80%. In FY2013, five companies exceeded a 50% response rate. In the time between the FY2011 survey and the FY2013 survey, many of the responsibilities associated with marketing and administration of the survey shifted to Montgomery County Commuter Services. In addition, it is common for response rates to drop when surveys transition from paper to online format.

B. Mode Choice

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

Table 4.6
FY2013* Peak Period Mode Choice Results

| 2012* Peak Period Modal Split 7:00am - 8:59am | | |
|---|--------------|-----|
| M - F Weekly Mode Split | Drove alone | 54% |
| | CP/VP driver | 4% |
| | CP/VP rider | 2% |
| | Bus | 6% |
| | Train | 24% |
| | Walked/Biked | 6% |
| | Telework/CWW | 3% |
| | Other | <1% |
| *The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013. | | |

As shown in **Table 4.6**, 45% of respondents did not drive alone to the CBD during the peak period of 7:00am - 8:59am in FY2013, choosing to take transit, carpool/vanpool, walk, bike, or telework instead.

Peak Hour Mode Choice

Although the official NADMS is derived from the peak period, it is useful to note the mode choice results for the peak hour, which is the one-hour time period when the most respondents indicated they were traveling to work. In 2013, 47% of respondents did not drive alone to the CBD during the peak hour of 8:30am - 9:29am, choosing to take transit, carpool/vanpool, walk, bike, or telework instead. Also see **Appendix E** for a complete breakdown of FY2013 Survey results, including mode choice by 15-minute increments during the AM commuting period.

Table 4.7
FY2013* Peak Hour Mode Choice

| 2012* Peak Hour Modal Split 8:30am-9:29am | | |
|---|--------------|-----|
| M - F Weekly Mode Split | Drove alone | 53% |
| | CP/VP driver | 3% |
| | CP/VP rider | 3% |
| | Bus | 6% |
| | Train | 24% |
| | Walked/Biked | 7% |
| | Telework/CWW | 4% |
| | Other | 0% |
| *The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013. | | |

C. Average Auto Occupancy

TMD success is also measured by the number of vehicles entering the TMD related to the number of people they carry - or Average Auto Occupancy (AAO). The AAO is calculated by dividing the number of persons commuting to work in a car or van by the number of vehicles. Two people driving alone to work in two cars would produce an AAO of 1.0; two people commuting together in one car would produce a rate of 2.0. Since the majority of commuters still travel alone in cars, the typical figure is quite low, and upward movement in this rate usually occurs slowly and in small increments. As **Table 4.8** indicates, the AAO in 2013 was calculated at 1.04. Though AAO has fluctuated over the years, it has not changed significantly since BTS began tracking it in 1999.

Table 4.9 compares the results of the FY2013 Commuter Survey against Bethesda's Stage 1 Sector Plan Objectives. The Non-SOV percentage encompasses all respondents who are not driving alone.

Table 4.8
Average Auto Occupancy

| | AGP Goal | 2012* | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 |
|---|----------|-------|------|------|------|------|------|------|------|------|------|------|------|------|
| AAO | 1.27 | 1.04 | 1.03 | 1.04 | 1.04 | 1.03 | 1.04 | 1.03 | 1.04 | 1.02 | 1.02 | 1.09 | 1.05 | 1.04 |
| *The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013. | | | | | | | | | | | | | | |

Table 4.9
Commute Patterns - Sector Plan Objective & 2012* Survey Results

| Commute Type | Stage 1 Sector Plan Objective | 2012* |
|---|-------------------------------|-------|
| Non-SOV (Service Area) | | 44% |
| AAO | 1.27 | 1.04 |
| NADMS - AM Peak (7:00 - 8:59 AM) | 32% | 40% |
| *The Commuter Survey in 2012 was conducted in the fall of that year, therefore falling into FY2013. | | |

D. Transit Usage and Pooling

In the FY2013 Survey, 30% of survey respondents chose rail or bus service during the peak hour, which is an increase of 3% since FY2011. Carpooling remained steady at 6%, as it was in FY2011.

E. Other Modes: Biking & Walking

Biking and pedestrian rates increased from 5% in FY2011 to 6% in FY2013.

Biking

Bicycle use is strongly encouraged and vigorously supported in Bethesda's CBD by both its infrastructure and its employers. Many businesses in Bethesda are realizing that the health benefits of biking to work can improve their bottom line by reducing healthcare costs. These employers are rewarding their biking employees by the installation of bicycle facilities (bike racks, showers, etc.). A list of Bethesda employers with bike amenities is included as **Appendix F**. The Capital Crescent Trail is Bethesda's main bicycle artery, connecting the downtown business district to major employment

centers such as the National Institutes of Health, Silver Spring and Washington, DC. The Bethesda Trolley Trail connects downtown Bethesda with points North, such as North Bethesda and White Flint. The trail is also popular with recreational cyclists because it links with the C&O Canal Towpath and the Rock Creek Park Trail.

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

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

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

BTS encourages biking as a commute option during Commuter Information Days, Bike to Work Day and through the Bike Spirit Awards. In FY2013, Downtown Bethesda was named a "Bicycle Friendly Community" by the League of American Cyclists. See **Appendix B** for press articles about this designation.

Table 4.10
Biking in Bethesda at a Glance

| |
|---|
| Bike Facilities |
| Bethesda Metro station – 48 bike racks and 44 bike lockers |
| 91 bike racks located throughout downtown area |
| Metrobus & Ride On equipped with bike racks |
| Metrorail – Bikes allowed onboard during non-peak hours |
| |
| Bike Trails |
| Capital Crescent Trail – Located just 4 blocks south of the Bethesda Metro station |
| Bethesda Trolley Trail - starts at Norfolk Ave in downtown Bethesda |
| |
| 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 |
| Hosted Confident City Cycling Courses in October 2012 and May 2013 |
| |
| Marketing Materials |
| Full-color bike rack map and instruction guide |
| Interactive map on bethesdatransit.org showing bike rack locations |
| State, county and Capital Crescent Trail and Bethesda Trolley Trail maps distributed regularly |

Walking

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

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

FY2012 and FY2013 saw many improvements in the pedestrian infrastructure in Downtown Bethesda. The pedestrian bridge across Old Georgetown Road was replaced, and many crosswalks have been restriped.

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

The following intersections have countdown timers. See **Appendix H** for a full-size inventory of the types of crosswalks found around Downtown Bethesda:

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

F. Other Work Schedules: Telework/Compressed Work Weeks

The Commuter Survey also includes those employees who are officially working, but not commuting into the CBD during the AM peak period. Employees who telework, from home or a telework site, or who are off due to a compressed work schedule represent 3% of respondents in FY2013. BTS promotes Telework Week sponsored by the Telework Exchange, along with webinars and workshops held by Montgomery County Commuter Services in conjunction with MWCOG.

G. Home Origins of Downtown Bethesda Employees

The 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 4.11** provides a breakdown of residential origins of Bethesda commuters.

Table 4.11
Residential Origin of Surveyed Commuters

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

V. TRAFFIC, PARKING AND RIDERSHIP TRENDS

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

A. Traffic Conditions

An explosion of development in Downtown Bethesda kept BTS staff busy informing constituents of detours and closures. Several new apartment buildings were in the beginning phases of being built in the Woodmont Triangle area, leading to sidewalk and parking lot closures. In addition, BTS was working with businesses near Bethesda Row to prepare them for the closure of Lot 31, near Woodmont and Bethesda Avenues.

B. Ridership Trends

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

Metrorail and Metrobus Ridership

From May 2012 until January 2013, the elevator at the corner of Wisconsin Avenue and Montgomery Lane was closed for repairs. In July 2012, the Washington Metropolitan Transit Authority (WMATA) increased fares. In April 2013, WMATA named the Bethesda Metro Station its "Model Station of the Future." According to WMATA, "This designation means that the Bethesda Station will be the testing ground for design improvements that, if successful, will be applied throughout the system." Improvements planned by WAMTA include upgraded lighting, signage, and updated interior. See **Appendix C** for the press release issued by WAMTA.



Metrorail ridership steadily increased system wide from 1996 through 2009, when ridership peaked at 223 million trips. In FY2010 and FY2011, ridership lagged a bit, hovering around 217 million trips each year. The average weekday ridership has held steady in the range of 740,000 - 750,000 for the past few years. Ridership at the Bethesda Metro station declined slightly in FY2010 but was back into an upward trend by the end of FY2011. This trend continued through FY2012. There was a slight dip in ridership in FY2013, which is most likely due to extensive media coverage of Metro's safety and reliability, as well as the prolonged closure of the elevator for repairs.

Table 5.1
Metrorail Ridership - Bethesda Station
AM Peak & PM Peak - FY2012 & FY2013

| Year | Month | Exits – AM Peak (5:30AM – 9:30AM) | Entries – PM Peak (3:00PM – 7:00PM) |
|----------------------|-----------|--------------------------------------|--|
| 2011 | July | 3,156 | 3,707 |
| 2011 | August | 3,041 | 3,533 |
| 2011 | September | 3,146 | 3,671 |
| 2011 | October | 3,221 | 3,755 |
| 2011 | November | 3,114 | 3,738 |
| 2011 | December | 2,879 | 3,521 |
| 2012 | January | 3,127 | 3,712 |
| 2012 | February | 3,146 | 3,745 |
| 2012 | March | 3,126 | 3,819 |
| 2012 | April | 3,064 | 3,740 |
| 2012 | May | 3,128 | 3,783 |
| 2012 | June | 3,242 | 3,885 |
| Average Total FY2012 | | 37,390 | 44,609 |
| 2012 | July | 3,080 | 3,721 |
| 2012 | August | 3,048 | 3,610 |
| 2012 | September | 3,198 | 3,744 |
| 2012 | October | 3,219 | 3,736 |
| 2012 | November | 3,029 | 3,566 |
| 2012 | December | 2,794 | 3,302 |
| 2013 | January | 2,888 | 3,405 |
| 2013 | February | 3,060 | 3,634 |
| 2013 | March | 2,957 | 3,517 |
| 2013 | April | 3,103 | 3,832 |
| 2013 | May | 3,110 | 3,781 |
| 2013 | June | 3,276 | 3,904 |
| Average Total FY2013 | | 36,762 | 43,752 |

Source: Washington Metropolitan Area Transit Authority

Table 5.2 shows the average number of riders on the Metrobus lines serving the Bethesda Station, as reported by the Automated Passenger Counting (APC) system. The J2 and J3 lines serving Bethesda and Silver Spring are the most popular Metrobus lines serving Bethesda, with an average ridership of 77,747 in FY2013. The J4 Express Bus from College Park-Bethesda served an average of 13,639 riders in FY2013, while the J7 and J9 I-270 Bethesda Express Bus served an average of 5,624 riders in FY2013. The Express Bus was the only line that showed a decrease, albeit slight, in ridership.

Table 5.2
Metrobus Average Weekday Ridership

| Route | FY2011 | FY2012 | FY2013 |
|-------------------------------------|---------------|---------------|---------------|
| Bethesda - Silver Spring (J1, 2, 3) | 70,045 | 76,515 | 77,747 |
| I-270 Express (J7, 9) | 4,842 | 5,639 | 5,624 |
| College Park - Bethesda (J4) | 11,174 | 12,205 | 13,639 |
| TOTAL | 86,061 | 94,359 | 97,010 |

Source: Washington Metropolitan Area Transit Authority (WMATA)

Ride On

After a period of decline in recent years, ridership on the routes serving Bethesda has increased overall. This, despite increases in fares and elimination of some discounts. **Table 5.3** shows boardings at Bethesda station from FY2011 - FY2013.

Table 5.3
Ride On Average Weekday Boardings
Bethesda Metro

| Ride On Route | FY2011 | FY2012 | FY2013 |
|---------------|--------------|--------------|--------------|
| Route 29 | 736 | 735 | 681 |
| Route 30 | 674 | 675 | 695 |
| Route 32 | 232 | 224 | 238 |
| Route 33 | 309 | 366 | 329 |
| Route 34 | 2,751 | 2,626 | 2,898 |
| Route 36 | 386 | 357 | 405 |
| Route 47 | 1,663 | 1,568 | 1,579 |
| Route 70 | 655 | 744 | 731 |
| TOTAL | 7,406 | 7,296 | 7,556 |

Source: Montgomery County Dept. of Transportation



Bethesda Circulator

Ridership on the Bethesda Circulator has increased steadily since BUP took over management in September 2006 (see **Table 5.4**, next page). In June 2010, new Circulator vehicles were introduced. Reliable counters needed to be installed to facilitate the collection of ridership numbers, therefore, the number of riders in July and August 2011 are not available. The number of riders in July and August 2011 shown in the chart below is the average of the number of riders from those months in 2007 to 2010. There was a surge in ridership in 2012 due to increased marketing efforts, social media outreach and higher Circulator awareness which increased ridership on the Bethesda Circulator. Additionally, in late 2012, a third Circulator was added to the route during morning and afternoon rush hours to accommodate the closing of Parking Lot 31 and 31A.

Table 5.4
Bethesda Circulator – Ridership July 2011– June 2013

| FY2012 | | FY2013 | |
|--------------|-----------------|--------------|-----------------|
| Month | Ridership Total | Month | Ridership Total |
| July 2011 | 25,366 | July 2012 | 27,678 |
| August | 24,178 | August | 31,198 |
| September | 22,090 | September | 26,244 |
| October | 22,870 | October | 25,887 |
| November | 20,159 | November | 25,038 |
| December | 22,545 | December | 22,085 |
| January | 22,184 | January | 26,807 |
| February | 20,819 | February | 21,990 |
| March | 23,663 | March | 25,963 |
| April | 25,799 | April | 29,000 |
| May | 23,498 | May | 28,021 |
| June 2012 | 29,235 | June 2013 | 25,076 |
| TOTAL | 282,406 | TOTAL | 314,987 |

C. Parking Supply and Usage

As mentioned previously in this report, Bethesda's Transportation Management District is funded by a grant from Montgomery County's Department of Transportation. This grant is fully supported by Bethesda's Parking Lot District Enterprise Fund. The purpose of the Parking Lot District (PLD) is to promote a comprehensive transportation system by balancing rates and supply, as well as encouraging balanced use of transportation modes.

Public Parking

According to Montgomery County Department of Transportation (MCDOT), there were between 6,135 and 6,186 long and short-term public parking spaces (garages, lots and on-street) available in the Bethesda PLD in FY2013. The range given is due to the continued fluctuation in the number of parking spaces available in several facilities. Due to these variations of capacity, it is not possible to give an average utilization percentage for either fiscal year.

Lots 31, 31a, and 39 were closed in March 2012. Lot 8 opened in July 2013.

Please see **Table 5.5** for a chart showing the full Public Parking Supply & Usage for FY2012 & FY2013. A map of the public parking lots and garages located in Downtown Bethesda is included in Appendix I.

As of the end of FY13, the public long-term parking rate was 80 cents per hour. A monthly permit could be purchased at the Cheltenham Parking Store for \$150. The Sector Plan estimated that during 1992, about 20,000 parking spaces were available and that there would be a need for an additional 8,750 parking spaces, of which 4,800 would be public parking. In FY13, over 6,100 public spaces were available in accordance with AGP guidelines.

Table 5.5
Public Parking Supply and Usage - Garages and Lots
FY2012 - FY2013

| Garage/Lot | FY2012 | | | | FY2013 | | | |
|---|------------------|-----------------|------------------|-------------|----------------|-----------------|------------------|-------------|
| | Total Capacity | Long-term Usage | Short-term Usage | Total Usage | Total Capacity | Long-term Usage | Short-term Usage | Total Usage |
| 11 - Woodmont/Old Georgetown | 1,068 | 53% | 75% | 55% | 1068-1081 | 45% | 69% | 47% |
| 35 - Woodmont | 487 | 82% | 81% | 82% | 487 | 78% | 76% | 78% |
| 36 - Auburn/Del Ray | 729 | 61% | 20% | 56% | 724-729 | 60% | 21% | 55% |
| 40 - St. Elmo | 313 | 100% | 91% | 93% | 313-327 | 88% | 88% | 88% |
| 42 - Cheltenham | 335 | 46% | 10% | 42% | 335-337 | 52% | 11% | 47% |
| 47 - Waverly | 815 | 77% | 61% | 75% | 814-815 | 73% | 63% | 72% |
| 49 - Woodmont/Metropolitan | 958 | 83% | 55% | 81% | 949-958 | 78% | 48% | 75% |
| 57 - Bethesda Ave./Elm St. | 886-900 | 82% | 72% | 77% | 886-890 | 85% | 84% | 84% |
| 8 - St. Elmo Ave. (opened July 2013) | Opened in FY2013 | | | | 10 | n/a | 94% | 94% |
| 10 - Walsh Street | 94 | 98% | 86% | 93% | 94 | 92% | 60% | 78% |
| 24 - Willow/Leland | 210 | 94% | 71% | 82% | 209-210 | 95% | 59% | 77% |
| 25 - Maple/Highland | 124 | 51% | 38% | 47% | 124 | 56% | 35% | 50% |
| 28 - Cordell | 18 | n/a | 96% | 96% | 18 | n/a | 98% | 98% |
| 31 - Bethesda Ave. (through March 2012) | 270 | 67% | 69% | 68% | Closed | | | |
| 39 - Del Ray (through March 2012) | 19 | 61% | n/a | 61% | Closed | | | |
| 41 - Middleton | 18 | n/a | 62% | 62% | 16-18 | n/a | 57% | 57% |
| 43 - Woodmont | 37 | n/a | 82% | 82% | 37 | n/a | 79% | 79% |
| 44 - West Virginia | 51 | 84% | 25% | 42% | 51 | 92% | 28% | 47% |
| TOTAL | See narrative | | | | See narrative | | | |
| Source: Montgomery County Dept. of Transportation | | | | | | | | |

Private Parking

According to a study of Desman Associates prepared for the Montgomery County Government's DOT-Division of Parking Management, there were 20,590 private parking spaces in the Bethesda Parking Lot District. This is a net increase of 447 from the inventory reported in the FY08-09 Biennial Report. The progression of private parking spaces available since 2003 is shown in **Table 5.6**, below. Data from 2013 is not available.

Table 5.6
Private Parking Inventory, FY03 - FY11

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

VI. CONCLUSIONS, TRENDS & RECOMMENDATIONS



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

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

BTS will continue to be the primary source of transportation information for Transportation Benefits Coordinators (TBCs) in the CBD. Staff will continue to develop relationships and network with TBCs as BTS assists them in complying with the Montgomery County law which requires businesses with 25 or

more full or part-time employees to file a Traffic Mitigation Plan with the County's Department of Transportation.

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

Transit

According to the Annual Commuter Survey, transit continues to be the most popular form of non-SOV commuting, specifically Metrorail. The percentage of peak period commuters choosing Metrorail increased from 22% in 2011 to 24% in 2012. The percentages of commuters taking the bus fluctuate more from year to year, from a high of 9% in FY2009 to 6% in FY2013. Bus ridership is rebounding, after this dip however, as just 5% of survey respondents reported taking the bus in FY2011.

BTS will continue to promote the use of public transportation as a viable option. Staff will emphasize the convenience of transit and affordability of transit compared to driving alone, as well as highlight

programs that supplement transit use, such as Guaranteed Ride Home. Staff will continue to work with TBCs to assist them in maximizing their transit benefit program dollars, and distribute transit information via these contacts.

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

Carpool/Vanpool

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

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

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

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

Biking/Walking/Teleworking

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

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

Traffic and Parking

Employers offering free or subsidized parking to employees as a “benefit” remains one of the main challenges to reducing SOV rates. BTS has worked to overcome this by convincing companies to subsidize transit at the same rate as parking, known as “parking parity.” The federal government has helped in this effort by passing the American Recovery and Reinvestment Act in February 2009 and was extended through 2011 and again through 2013. Under the Act, the maximum pre-tax transit benefit an employer could provide went from \$120 per month to \$230 per month, which created parity with the amount allowed for parking expenses and allowed employees to reduce their commuting costs by up to 40%, while helping employers save 10% or more on payroll taxes.

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

Conclusions & Recommendations

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

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

In the 2012 Annual Commuter Survey, 30% of respondents indicated that they would be more likely to use transit if they received a monthly payment or reimbursement for transit costs. BTS sees this as an opportunity encourage employers to offer this benefit, as least on a pre-tax basis and work towards expanding into transit subsidies.

Also, in the 2012 Survey, 15% of respondents said that they would consider car/vanpooling if they were offered free parking for their car/vanpool. Promoting prime parking at a discount via the County’s Carpool Permit program is one way to respond to this need.

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



APPENDICES

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Appendix A A Selection of BTS Newsletters from FY12 - FY13

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Beat the Heat on Your Summer Commute

With summer heat in full force, alternative commutes can be challenging. Biking and walking in high heat and humidity is often not only unpleasant, but can be dangerous if you don't take precautions. Metro buses, trains and station platforms can also suffer malfunctioning air conditioning, and if you must wait at an unsheltered bus stop or above ground train platform, relief from the sun can be hard to come by. But [Dr. Gridlock](#) has some great tips for keeping cool on Metro, and we've got a few pieces of advice of our own.

Dr. Gridlock's Advice for Keeping Your Cool on Transit

- "If the Metrorail car is hot, don't just sit there. At the next station, try another car." Each car has its own cooling system, so you will often find a significant temperature difference between cars on the same train.
- Instead of tweeting about roasting in a hot car, Dr. Gridlock suggests that you report it at one of the intercoms. The train operator can call in the service request so maintenance staff can board the train at the next stop to fix the problem (when you see a whole car with lights off and closed doors, it's likely the air conditioning couldn't be fixed on the go).
- Visit [Dr. Gridlock's blog](#) for more helpful tips and commuting information.

A Few More Tips from BTS Staff

- If you're trying to catch a bus, definitely take advantage of Metro's [Next Bus technology](#). It is fairly reliable and can save you a lot of time waiting out at the bus stop if you can either wait at home, or in a nearby shady place, before heading out to stand at the bus stop.
- If you're on a warm metro station platform, find one of the tall wayfinding poles – the air conditioning may be struggling to cool the whole station, but often you will find cool air blowing from those poles.
- Tom Robertson, BTS's long-time bike and bus commuter, suggests keeping a moderate pace on your bike, so you're not working up a lather but you're going fast enough to keep a nice breeze blowing on you. Also, he recommends talcum powder to keep sweat to a minimum.
- And of course: wear sunscreen, sunglasses, and stay hydrated.

Commuter Spotlight: Charles Andrews, S.S. Papadopoulos, Inc.

Charles Andrews, President of S.S. Papadopoulos & Associates, Inc. (and a member of BTS's Advisory Committee), bikes five miles each way between his office in Bethesda and his home in Garrett Park. He has been taking this route for close to 30 years, and says his main motivations for riding are "there is never a traffic delay, I love to unwind at end of day with some fresh air, and it is good for my health." We rewarded his dedication to bike commuting back in 2007 with a [Bicycle Commuter Spirit Award](#), and now we'd like to tell you a bit more about how he makes it work.



Charles Andrews, with his bike on Bike to Work Day

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Charles calls his bike route idyllic, and indeed it sounds like an amazing commute: “two miles along the shoreline of beautiful Rock Creek on Beach drive, about .06 miles on the bike path/sidewalk along Cedar Drive to NIH (with improved bike access under I-270 on Cedar, thanks to recent work by Montgomery County), and then a pleasant uphill ride along the recently constructed bike/pedestrian path at NIH along Wisconsin, to the Bethesda Trolley Trail and Norfolk Ave.”

As he runs the company, he says it is pretty clear that he promotes biking to work for his staff, and several of his employees do commute by bike. For those interested in getting started biking to work, Charlie recommends that you push through the fear on that first ride. “I think a big obstacle to ride a bike to work is fear – fear of traffic, fear that won’t be able to get home fast in emergency, fear of precipitation, etc. I urge folks to put these fears aside and just try out the ride, as often they will find out these fears are unfounded.” He does concede that many do not have pleasant routes to take, particularly outside the Beltway, where roads are often wider and traffic moves faster.

All of us don’t have the perfect bike route to work, as he does, but if you do have a manageable and reasonably safe route to follow, you still may feel apprehension about going for it for the first time. If you are interested in biking to work but have some concerns or would like some advice, please contact Rachel at rporter@bethesda.org. If we can’t offer advice, we can find someone with a similar commute to help you get started.

Tutorial: Mount your bike on a Ride On Bus

You may live too far from work to bike the whole way, or perhaps there's a stretch of road that you don't feel safe biking - with these helpful tips from Ride On, you can easily bike to a bus stop and let the bus be part of your Better Way to Work.



Loading Your Bike

As the bus approaches, prepare to mount your bike from the curb side. Let the operator know you're using the rack, making sure to remove water bottles, air pumps, or other items that could slip from your bike and potentially create a hazard.

1. Be prepared for the arrival of the bus in order to minimize delays in service.
2. Release the rack by gently pulling up on the center handle. Unfold the rack.
3. If you are the first to mount your bike, use the slot nearest the bus, making sure the handlebars face curb side. If you are mounting the second bike on the forward slot, make sure the handlebars face the road.
4. Lift the support arm up and over the front tire and secure it.

Unloading Your Bike

As you near your stop, let the driver know you'll need to unload your bike. Raise and lower the support arm from your tire, and lift your bike from the rack. If there are two bikes on the rack and yours is mounted nearest the bus, unload it by rolling the wheels off the rack and toward the curb. If yours is the only bike on the rack, please fold the rack up after unloading your bike. The rack will automatically lock into place, but it's a good idea to double check that it is secured because the operator cannot see it. Signal the driver when you and your bike have cleared the bus's path.

Visit Montgomery County's [Ride On Bike Program](#) page for more information.



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



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Bike in Good Company: Register Today for Bike to Work Day 2012

You may have heard that **Bike to Work Day** registration is now open! BTS staff is working hard to make this year's pit stop in downtown Bethesda better than ever! Be one of the first 11,000 in the region to register online, and you'll be guaranteed a free **Bike to Work Day 2012** t-shirt when you check in on-site at the event.

We've got lots of great sponsors signed up again, including [Calvert Investments](#), with more signing on every day - [check out our website](#) for the current list of sponsors and event partners for the downtown Bethesda pit stop. State and local dignitaries will be speaking throughout the morning, led by our wonderful emcee, Delegate Ariana Kelly.

So come on out for bike maintenance checks, DJ entertainment, free massages, lots of free food and drink, raffle prizes, giveaways and more! We're gathering some great raffle prizes so far - you could win [these bike lights](#), a gift card to [sweetgreen](#), a 1-month membership to [Equinox Fitness Clubs](#) of Bethesda, or some free yoga sessions at [Unity Woods Yoga](#)! Other prizes will include biking gear, more Bethesda restaurant & retail gift cards, and of course the Grand Prize is a brand new bike from [Griffin Cycle](#)!

First time rider? The Bike to Work Day website has [some resources for you](#), and you can always contact [BTS Staff](#) for help getting started.

Seasoned rider? We are looking for a few good men AND women to award this year's Bicycle Commuter Spirit Awards, which we will be presenting at the event! See the article below for more details.

Want to ride on from Bethesda in a convoy? Here's contact info for a convoy leaving the Bethesda pit stop, or see the complete list of organized convoys [here](#).

Convoy Leader: Jennifer Longsworth Leader Contact: wheelinjen@aol.com, 202.363.2577
Departure from Bethesda pit stop for downtown DC via Capital Crescent Trail: 7am

Help promote Bike to Work Day and **download a flyer** (in [English](#) or [Spanish](#)) for your office - or email Rachel at rporter@bethesda.org if you'd like us to deliver some hard copies to you.

Bicycle Commuter Spirit Awards: Call for Nominations

In conjunction with the regional Bike to Work Day to be held Friday, May 18, 2012, BTS is sponsoring the [Bicycle Commuter Spirit Awards](#).

We need your help in finding two commuters devoted to two-wheeled bicycle transportation. **This year we will award one male and one female cyclist**; awards will not be in a particular category so you may nominate based on a variety of factors, including distance, rain-or-shine dedication, enthusiasm, etc. *Past winners are not eligible to win again.*

Nominate a co-worker or yourself. The deadline for nominations is Monday, April 30, 2012. Awards will be presented during Bethesda's Bike to Work Day pit stop event on Friday, May 18. You may submit nominations online or by email, fax or mail. [Click here](#) to complete the online submission, **OR** [download this form](#) and return it via email, fax or mail to: Bethesda Transportation Solutions. **Nomination deadline is April 30, 2012.** Due to the volume of submissions, only winners will be notified in advance of Bike to Work Day. [Click here](#) for more information about these awards and to see a list of past winners.



A Selection of BTS Newsletters from FY12 - FY13

March 2012 - Page 2

Got Gas Pains? Start or Join a Carpool

Sky high gas prices are inspiring some to dust off their bikes, but many prefer a 4-wheeled commute and "pool" together to save money and time. Even switching from driving alone to a carpool one day per week can cut your expenses by 20 percent.

Did you know carpoolers can save as much as \$85 a month in parking alone? Factor in gas at \$4.00 per gallon (or more, and climbing), plus maintenance, and that adds up to hundreds of dollars a month! A carpool with just two occupants is eligible for reduced monthly parking rates and the larger the carpool, the larger the discount. [Check out our website](#) for more information and to download a rideshare application. Questions? Contact Allison Kemp at AKemp@bethesda.org or 301-656-0868 x121.

'Pool Rewards

Commuters who currently drive alone to work may be eligible for financial rewards when they agree to start or join a new carpool! Participation is open to lifelong solo drivers who begin carpooling during peak rush hour periods in the DC area.

'Pool Rewards is a program of [Commuter Connections](#) designed to encourage current drive alone commuters to try carpooling in the Washington region.

Notice: Public Hearing on Proposed Ride On Fare Increase on April 24

Montgomery County has proposed fare changes for Ride On that will keep the County fares in line with the regional fares set by the Washington Metropolitan Area Transit Authority (WMATA). A public hearing will be held on April 24, 2012 at 7:30 p.m. to solicit comments on proposed fare increases. The hearing will be held at the Council Office Building, 100 Maryland Avenue, 3rd floor hearing room, Rockville, Maryland. For more information, click this link: <http://www.bethesdatransit.org/documents/RideOnFareIncrease.pdf>

Street Smart Campaign Launches Throughout the Region

Last week, jurisdictions in the DC metro area launched the bi-annual Street Smart campaign.

Street Smart is a public safety campaign addressing the challenges of pedestrian and bicyclist safety since 2002. The campaign focuses marketing efforts on public education, awareness and behavioral change in the Washington, DC, suburban Maryland and northern Virginia area.



In the DC metro area:

- The Washington region ranks 20th out of the 52 largest metropolitan areas in pedestrian deaths per capita. Adjusted for exposure, the Washington region ranks 34th most dangerous for pedestrians of the 52 metro areas.
- On average, over 2,600 pedestrians and bicyclists are injured in the region every year, and 89 are killed.

What can you do?

Be safe and follow the law. Sounds simple enough, but if you need a refresher on the laws and guidelines for proper driver, cyclist and pedestrian behavior in Maryland and neighboring jurisdictions, [check out this page](#) on the Street Smart website. If you'd like to raise awareness in your office, download [this safety brochure](#) or [this poster](#). Check out the [BTS facebook page](#) for a Street Smart campaign video, and share it with others to spread the word.



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A Selection of BTS Newsletters from FY12 - FY13

October 2012 - Page 1



Walk & Ride Challenge Grand Prize

All we can say now that this year's [Walk & Ride Challenge](#) has ended is: "Wow!" You people walked so much that we expect to see some Challenge team members in the 2016 Olympics.

Meanwhile, we're excited to announce the three teams that had the highest average steps (i.e., each team member's total steps added up and divided by the number of members on the team).

First Place: Team Short Strides from First Potomac Realty Trust (pictured)

- Team Short Strides walked an average of 211,295 steps over the three-week period

Second Place: Team Vamos from BF Saul and Company

- Team Vamos walked an average of 201,574 steps over the three-week period

Third Place: AOTA Team 2 from the American Occupational Therapy Association

- AOTA Team 2 walked an average of 185,609 steps over the three-week period

Check out your own team's placement on the [final standings](#) list!

Each member of the winning team received a prize package including an Amazon Gift Card!

The 2012 Bethesda [Walk & Ride Challenge](#) had 250 participants on 50 teams, and BTS is very grateful to all who participated, as well as to the Bethesda businesses that supported the event.

Bethesda Named a 'Bicycle Friendly Community' by League of American Bicyclists

Bethesda's commitment to [bicycling](#) put our community on the national stage this month when the League of American Bicyclists named us a 'Bicycle Friendly Community'. Baltimore, Frederick and Rockville are also on the list, and Maryland ranks as the League's eighth most bicycle-friendly state in the U.S.



"We just hosted the first Confident City Cycling Course in the county on October 20 at the B-CC Rescue Squad parking lot on Battery Lane," notes BTS Director Kristen Blackmon.

The class consisted of two parts: cycling on a closed course (the parking lot) around obstacles simulating real-life hazards and a short trail ride, where participants were able to put their newly acquired skills to use.

Class participant Laura Burns from Monument Bank said after taking the class that she feels much safer biking down busy thoroughfares to work because she is now armed with emergency stopping maneuvers that she can use (after some practice). "Maybe I'll actually try to [bike to work](#) soon," she said.

For more information on the American Bicycle League's list of Bicycle-Friendly Communities, visit: www.bikeleague.org. Learn more about bicycling in Bethesda [here](#).

A Selection of BTS Newsletters from FY12 - FY13

October 2012 - Page 2

Commuter Spotlight

Bethesda IT Pro Combines Two Modes to Improve His Commute

Will Brach loves the view he gets through his car windshield every morning.

Wait, scratch that. Let's be more accurate. Will *loves* Laura, who became his wife just a few days ago. (Congrats from BTS, Will!)

When Will and Laura return from their honeymoon, they will not only be newlywed, they will be carpool buddies!

He's *ecstatic* about the view he gets through his car windshield every morning: a blur of cars stopped in the lane next to his as he and his carpool partner fly down the I-270 HOV lane.

Will would probably be ecstatic during his trip home via [Metro's J9 express bus](#), too, if he wasn't so relaxed on account of staying out of traffic. He catches the bus two blocks from his work (Blair Dubilier Associates on Cordell Ave. — coincidentally, BTS is one of the firm's clients) and rides north to a [commuter lot](#) in Gaithersburg.

"It's a great thing," he says of his two-mode commute. "It's cheaper than driving and a huge time saver. Before I began [carpooling](#), I had to leave at 7:30 a.m. in order to get to work by 9:00 a.m." Also, Will says, "I no longer had to call my office and tell them I'd be late due to traffic,"

In addition to the obvious benefits of pooling — like slipping through traffic via HOV lanes, as Will discovered — [carpools and vanpools](#) are eligible for [preferred parking and reduced rates](#) in downtown Bethesda garages. You'll find those [details here](#), along with a carpool parking permit application.

Oh, and if you're stuck in that I-270 traffic some morning, be sure to wave at Will and Laura as they go by in the HOV lane.

Parking Lot 31 Project Update

Excavation work will continue to be the primary focus in [Lot 31](#) for the next eight months.



Woodmont Avenue Closure: MC DOT traffic teams and the [Lot 31](#) development team continue to monitor pedestrian and automobile traffic around the Woodmont Avenue closure. Additional signage on Wisconsin Avenue was installed earlier this month to more clearly articulate the closure, and barrels were adjusted on Woodmont and Leland to assist traffic flow and prevent parking in construction and road areas. A mid-block pedestrian crossing was installed along Bethesda Avenue, east of the construction site. Street sweeping/cleaning of the access points has also been increased.

Five Minutes for a Chance to Win Prizes

When your employer sends you a link to our [annual commuter survey](#), be sure to click it right away. The eleven-question [survey](#) will take only about five minutes to complete — then you can enter our drawing for a \$250 Amazon Gift Card, digital camera, and other prizes.

The [survey](#) asks about your travel to work and your experience with transportation information and assistance services. It's important, because your input will help BTS and Montgomery County identify potential transportation service improvements.

For your convenience, the [survey](#) is being conducted online.

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Bethesda
Transportation Solutions

A Selection of BTS Newsletters from FY12 - FY13

January 2013 - Page 1

Share This:   

Bethesda
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Are You Still Walking and Riding Transit?

Since the end of [Bethesda Transportation Solutions' Walk and Ride Challenge](#) in September, how has your daily step count increased? Are you still actively looking for ways to put a little step in your commute?

We caught up with two [Challenge](#) participants (who submitted the lovely photos as part of the Photo Challenge) who answered with an enthusiastic "YES!"

Laura Berry works at BLR Holdings in downtown Bethesda and lives in Rockville. Her company covers half of her monthly transit costs, which is a huge incentive to get her out of her car. She bikes or takes a shuttle bus to the [Metro](#) about a half mile from her home, and takes the Red Line into [Bethesda](#).

Previously, Laura lived in Frederick and sat in traffic on I-270. "I wouldn't wish that on my worst enemy," she says. "It was my worst nightmare." So, when she moved from Frederick, she sought out homes near [Metro Stations](#), and she couldn't be happier about her decision. Her stress has decreased and she is in a much better mood than her co-workers who drive alone when she arrives at the office, she says.

One thing Laura has learned since she gave up driving to work is how to pack ahead. For example, she packs her gym bag once a week, so she only needs to take it to work and back home once!

Laura also says that [transit](#) provides her with more reliable commuting times. Traffic can often be unpredictable, but she has found that she has been able to consistently rely on transit travel times.

Since the [Challenge](#), Laura reports that she and her teammates think more about how to incorporate walking into their lives.

Farheen Akbar works at the National Institutes of Health. She moved here from Atlanta for her job at NIH. After driving in the snow for the very first time in 2011 (she is originally from Florida), she decided to move closer to her office in downtown Bethesda.

She now [walks](#) 10-15 minutes every day to work and has since been able to get rid of her car!

"I don't feel like I need a car," she says, "I live right across from the Metro Station and I [walk to work](#)."

Farheen says she's seen significant cost savings since starting her car-free life. "I don't pay anything for gas, I don't pay for parking (she has a parking spot in her apartment building, which she rents out!), so I've saved money!"

In the warmer months, Farheen says that she increased her [walking](#) since participating in the [Walk and Ride Challenge](#). "It's hard with the cold (weather)," she says, "but it hasn't been that bad, just take an umbrella and layer up!"

She found that her whole office really got into the [Challenge](#) and compared their steps. "My boss went for extra walks," she says. Farheen also reports that her well-being has improved since she started walking to work. "I will be walking, smiling down the road, and people are in their cars, honking at each other!"

"I chose to live closer because I save so much time. I don't commute, so it's a ten minute walk and I'm at the gym, at my house. I have so much more time!" She's even able to go home for lunch!

Did the [Walk and Ride Challenge](#) help you with your commute? E-mail Jennifer Zucker at jzucker@bethesda.org and tell us about it!

A Selection of BTS Newsletters from FY12 - FY13

January 2013 - Page 2

Did You Know...

- **That programs exist that will help you buy a home near your work?**
 - [Click here for more information.](#)
- **That Congress has authorized Federal transit benefits to rise to \$245 per month, equal to parking benefits?**
 - [Click here for the official IRS Press Release.](#)
- **That BTS' [Bike to Work Day Pit Stop](#) (held on May 17, 2013) is amongst the largest in the DC region and that BTS has several sponsorship opportunities available?**
 - Contact Jennifer Zucker at jzucker@bethesda.org for more information.



Be Ready - Plan your Telework Drill with Telework Week

Start developing your emergency preparedness plan with [Telework Week 2013](#). Join thousands of pledges across the globe to build telework exercises and [pledge](#) to telework from March 4-8, 2013.

Need help getting started? Contact Telework Exchange for your free Telework Week starter kit, which includes a custom calculator, countdown clock, and other tools to get your message heard by your employees. Contact Whitney Hewson at whewson@teleworkexchange.com.

Already a teleworker or soon to be? Pledge to support [Telework Week](#) and plan to telework on March 4-8. Join the movement and pledge to telework on March 4-8, 2013. Pledge at www.teleworkexchange.com/teleworkweek?campaign=Bethesda.

Annual Commuter Survey Update

Montgomery County's [Annual Commuter Survey](#) wrapped up last month, and while we do not yet have the results, we can tell you which companies received the top 5 response rates, earning the Transit Benefit Coordinators Amazon Gift Cards!

They are:

| | |
|--|--|
| Linowes and Blocher: 78% | Editorial Projects in Education: 74% |
| University Research Company: 70% | Cystic Fibrosis Foundation: 59% |
| Lerch, Early, and Brewer: 57% | |

Congratulations to all these companies! BTS and Montgomery County appreciate your hard work.



Bethesda Metro's Entrance Elevator Now Open!

The metro's entrance elevator at the corner of Montgomery Lane and Wisconsin Avenue (near the Old Post Office) has been reopened. Should you still need assistance getting to the [Metro](#) station, please contact the Station Manager or call (202) 962-1825.

Lot 31

Blasting at the Lot 31 construction site is expected to resume at the end of this month, weather permitting.

MCDOT has made changes to the signal timing at Bethesda/Woodmont which has improved traffic on Bethesda Avenue.

For the most up to date Lot 31 information, please [click here](#).

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A Selection of BTS Newsletters from FY12 - FY13

June 2013 - Page 1

Share This:   

Bethesda

Commuter Solutions



Coming Soon to Bethesda: Bikeshare

This fall, you will see [Capital Bikeshare](#) bikes in and around Downtown Bethesda!

The [Montgomery County Department of Transportation](#) has been holding meetings in Bethesda, Rockville, and Silver Spring to discuss bikesharing with the community and unveil their proposed [Station Maps](#).

In Downtown Bethesda, the locations of the proposed stations are as follows:

- Elm and 47th Streets (Elm Street Park)
- Montgomery Lane and East Lane
- Montgomery Avenue and Waverly Street
- Norfolk and Fairmont Avenues
- Norfolk and Rugby Avenues
- Battery Lane and Trolley Trail
- Wisconsin Avenue and East-West Highway
- Cordell and Woodmont Avenues
- On Bethesda Avenue

Have a suggestion for another location? [Click here](#) and add it to the map!

In anticipation of bikeshare coming to Downtown Bethesda, BTS has been out at events regularly providing bicycle safety classes and information to people interested in commuting by bike or using bikeshare bikes once they arrive at their Downtown Bethesda office. BTS staff has been out and about giving away reflective LED lights and bicycle bells to encourage safe cycling practices.

Please contact [Allison Kemp](#) at BTS if you would like bicycle safety information to give to your employees or co-workers.

While You're Biking this Summer...

Park Your Bike

BTS is pleased to announce that we have updated our [Bike Rack Map](#) on our website! Downtown Bethesda has more than 90 public [bike racks](#) for you to use. Some are covered, some are red, some are spirals, and some are artistic. All are FREE and convenient.

Report Unsafe Road and Trail Conditions

If you encounter conditions that are less than ideal for bikes while you are riding to and from work, make it better for the next cyclist by reporting it to the appropriate agency.

Michael E. Jackson, Director of Bicycle and Pedestrian Access for the [Maryland Department of Transportation](#) (MDOT) has put together [this article](#) on how to get in touch with the State Highway Administration to request service. You can even report it online at http://marylandsha.force.com/customercare/request_for_service

For service on roads and paths maintained by Montgomery County, you should use the County's [311](#) phone number, which is your direct line to non-emergency services.

For service on the Capital Crescent Trail, the contacts vary depending on the location of the issue.

- From Bethesda to Silver Spring (on the Georgetown Branch), use the [311](#) system.



A Selection of BTS Newsletters from FY12 - FY13

June 2013 - Page 2

- From Bethesda to DC, the Trail is maintained by the [Montgomery County Department of Parks](#). To report an issue, call (301) 670-8080.
- In DC, contact the NCR Communications Center at (301) 714-2235 or email NCR_Dispatch.nps.gov.

To report issues on the Bethesda Trolley Trail, call Montgomery County using [311](#).



Company Spotlight: Print 1 Printing and Copying

[Print 1](#) has been active in the Bethesda-Chevy Chase community for over 20 years, and like many businesses, [Print 1](#) knows that efficiency is important in sustaining a business.

To that end, they have encouraged their employees to [carpool](#) when they live near (or with) each other, [telework](#) when possible, and work [flexible schedules](#) in part to avoid commuting at rush hour times.

According to [Print 1](#) Sales Associate Hayden Jewett, they currently have two [carpools](#) with two employees in each car. One just so happens to be a married couple who work together and the other [carpool](#) consists of two employees who live near each other.

Jewett says that the [carpooling](#) employees are definitely “more punctual” in getting to work and they have “saved money on gas and have gained companionship” by spending their commutes in each other’s company. They utilize High Occupancy Vehicle (HOV) lanes during their drives (which probably explains the punctuality advantage) and park in reserved spots when they arrive at [Print 1](#)’s downtown Bethesda location.

Jewett says the [carpools](#) started as a way to “save money on gas and help each other out,” just another example of efficient thinking to make life better for everyone.

Coming Soon: The BTS Walk and Ride Challenge

Start planning how for BTS’ Annual [Walk and Ride Challenge](#). This year’s [Challenge](#) will be held from September 8-28, 2013. Registration is not yet open, but [click here](#) for more information and start getting your team together now!



Resident Needed on BTS Advisory Committee

Do you live in an area adjacent to the [Bethesda TMD](#) and have an interest in transportation demand management (promoting carpooling, transit, etc)? Apply to be on our Advisory Committee! [Click here](#) for more information.

Changes in Bethesda's Parking Fees

Just a reminder: Downtown Bethesda’s Parking Fee Structure will be changing on July 1, 2013.

- **On-street metered parking** will increase from \$1.25 per hour to \$2.00 per hour
- Parking in any **County Parking Lot** space will remain at \$1.25 per hour
- Parking in **County Parking Garages** will remain at \$0.80 per hour
- The daily maximum rate and lost ticket charge in **Bethesda's Garage 49** (Woodmont Avenue and Edgemoor Lane) will be reduced from \$13.80 per day to \$12.00 per day

The case for accomplishing your lunchtime errands by [walking](#) or taking the **FREE Bethesda Circulator** has never been stronger! Those on-street parking spots right in front of the dry cleaner’s or deli are going to cost you more, so leave your car in the garage. [Walk](#) or hop on the [Circulator](#) and save money.

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Appendix B

Other Advertising and Outreach Efforts

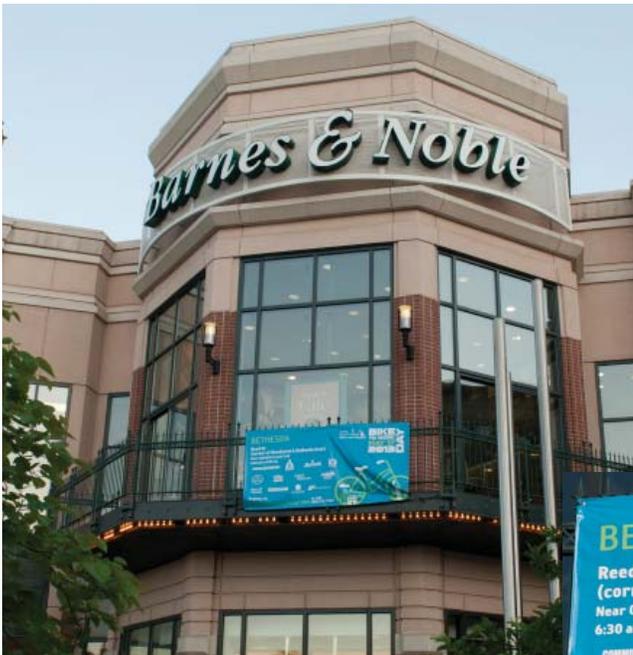
Photo and display backdrop used at Commuter Information Events and Bike to Work Day with BTS, BUP, and Commuter Services logos.



40 B-CC Chamber of Commerce Membership Directory | 2012-2013

www.bccchamber

BTS advertisement in the 2013 Bethesda-Chevy Chase Chamber of Commerce Directory.



Banner used to advertise the Walk and Ride Challenge in 2012. The banner was hung at Commuter Events.



The above photo shows the Bike to Work Day banner from Commuter Connections hanging on the balcony at Barnes and Noble at the corner of Bethesda and Woodmont Avenues. At right is a close-up of the banner.

Appendix C

Press and Media Coverage



RECORD-BREAKING CAR FREE DAY

Bethesda Transportation Solutions, a member of the Commuter Connections network celebrates Car Free Day 2011 in downtown Bethesda

BTS' Car-Free Day event was featured in an article about the regional event in the TPB News October 2011 issue.

Bethesda Now profiled BTS in an article that was published on January 11, 2012. Reporter Aaron Kraut sat down with BTS staff in an interview about BTS' purpose and mission.



After a recent series of high profile pedestrian accidents in Bethesda, Montgomery County Police in the 2nd District will conduct a pedestrian safety program targeting drivers who don't obey traffic laws starting next week.

Bethesda Transportation Solutions shared the announcement from 2nd District Police Commander Capt. Dave Falcinelli via its Facebook page this afternoon:

- The Street Smart Pedestrian Safety Initiative will occur between April 15-30.*
- Officers will be conducting enforcement of pedestrian laws at various intersections/crosswalks in the Bethesda area.*
- This is a comprehensive program targeting drivers, especially those that fail to stop and yield before turning right on red and those that fail to yield to pedestrians in marked crosswalks.*
- Pedestrians and cyclists violating their rules of the road will also be stopped.*
- Please stay off the phone and pay attention to your driving, especially in the downtown areas.*

Bethesda Now pulled a story from BTS' Facebook page about police officers in Bethesda stepping up enforcement of law protecting pedestrians in this April 2013 article.

Press and Media Coverage



Bethesda Now Reporter Aaron Kraut was at Bethesda's Bike To Work Day Pit Stop in May 2013. His article included several photos of the event, including a few of BTS staff.

Bethesda Now ran a short story about the BTS Advisory Committee's vacancy in June 2013.



Press and Media Coverage Bicycle Friendly Community Designation



The Bethesda Urban Partnership (BUP) and Bethesda Transportation Solutions division of BUP nominated Bethesda for the designation. It is now one of 242 such communities in the country. The City of Rockville also earned bronze status as a new city on the list.

MONTGOMERY COUNTY MARYLAND
montgomerycountymd.gov

Council News - Press Releases & Statements

Bethesda Named 'Bicycle-Friendly Community' By League of American Bicyclists Distinction Comes as Recognition of Bethesda's Bicycle Infrastructure and Commitment to Bicycle Promotion and Education

"Making Bethesda more bicycle-friendly is a goal shared by many, but especially by the Bethesda Urban Partnership and Bethesda Transportation Solutions, which helped Bethesda earn this recognition," said Council President Berliner.



Wednesday, October 24, 2012 - BETHESDA NAMED "BICYCLE-FRIENDLY COMMUNITY" BY LEAGUE OF AMERICAN BICYCLISTS

The distinction comes as a recognition of Bethesda's bicycle infrastructure and commitment to bicycle promotion and education. This is due in large part to the work of Bethesda Transportation Solutions.

Bethesda Green
Promoting a local model for sustainable living

by Susanna Parker

Bethesda Named "Bicycle Friendly Community"

The League of American Bicyclists named Bethesda as one of its 28 new "Bicycle Friendly Communities." Bicycle Friendly Communities are those that welcome cyclists by providing safe accommodations and encourage residents to bike for recreation, transportation, and fitness. Encouraging bicycling leads to community benefits including reduced traffic demands, improved air quality, increased fitness, and a higher quality of life. Bethesda has been awarded the Bronze designation, signifying that the community has made improvements in each of the "Five Es" of Bicycle Friendly Communities: Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning.

See [Montgomery County Council press release](#) for more details.

Press and Media Coverage “Model Station of the Future”


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[Accessibility](#)
[Getting Around](#)
[Fares](#)
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About Metro

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[Scorecard](#)
[Inspector General](#)
[Careers](#)
[Transit Police](#)
[Newsroom](#)
[Questions & Answers](#)
[Riders' Advisory Council](#)
[Public Records & Reports](#)
[Planning & Development](#)
[Civil Rights - Title VI](#)
[Lost & Found](#)
[Contact Metro](#)

Metro News Release

For immediate release: April 11, 2013

SHARE

 PRINT

Metro to advance "model station" of the future

Bethesda Station selected to test concepts that may be used systemwide

Today Metro announced a plan to test potential future station concepts at Bethesda Station.

As part of its strategic plan, Momentum, the model station will enable Metro to test several design concepts in a single station, with improved lighting, better information and improved customer convenience.

As an underground station with a center platform design, Bethesda represents the hardest type of station to illuminate, making it an ideal location for the "model station" pilot.

Some of the concepts being considered include:

- High-output light fixtures to direct light to the vault ceiling.
- A new, anti-slip zone located at the bottom of the entrance escalators to serve as a transition between the escalators and station tiles.
- A new information wall enclosing mezzanine equipment including fare machines, ATMs, maps and digital screens.
- A stainless steel and light gray interior to replace "Metro brown."
- A new, thinner kiosk with digital panels for service information and new fare gates with next-generation technology for faster entry and exit.
- New, redesigned, taller pylons with wayfinding signage, real-time arrival information and additional lighting located on four wings extending from the top of each pylon.

"I want to extend my sincere appreciation to Metro for selecting Bethesda as the pilot for its station environment improvement program," said Montgomery County Executive Isiah Leggett. "Bethesda has the one of the highest daily riderships of any Metro station in Montgomery County along the oldest Metro line, and it is showing its age. As the gateway to Bethesda, one of the most important economic engines for the state of Maryland, this project will ensure that this critical Metro station continues to function well and present a favorable and attractive experience for all riders."

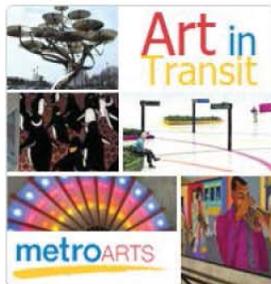
"Being chosen for Metro's model station pilot program is welcome news for the Bethesda community," said Montgomery County Councilmember Roger Berliner. "As the economic engine of Montgomery County, Bethesda is a gateway station for many transit riders. I am so grateful to General Manager Sarles and the WMATA Board for recognizing the value of the Bethesda Station to the Metro network and the economic vitality of our county. We all look forward to seeing the new and improved Metro station."

"The National Capital Region is growing at an accelerated rate," said Metro's General Manager and CEO, Richard Sarles. "It is imperative that we do everything we can to keep up with that growth -- and that means testing future concepts today -- so that we are ready to meet the challenges of tomorrow."

News release issued at 11:15 am, April 11, 2013.

[Subscribe to notifications of Metro news releases](#)

[Metro News Releases](#) | [News Room](#)



Appendix D Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 1

TRAFFIC MITIGATION PLAN WORKSHEET

Company/Organization: _____

Address: _____

Number of Full-time Employees: _____ Part-time Employees: _____

Submitted by: _____ Title: _____

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

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

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

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

Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 2

TRAFFIC MITIGATION PLAN WORKSHEET

| | <u>Traffic Mitigation Strategy</u> | <u>Employer Description</u> |
|---|--|---|
| 6. | ADA information provided (transportation services for people with disabilities) | Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as http://www.bethesdatransit.org/transit-F-transit.shtml . Suggested employer description: We will provide disabled employees with information on the regional Metro Access program and Montgomery County's Same Day Access program. |
| 7. | Permanent display area for TMD-provided bus schedules and other transportation information | Again, this information is provided by Bethesda Transportation Solutions either via brochures and/or links to internet sites such as www.bethesdatransit.org . Suggested employer description: We plan to display the transit information provided by Bethesda Transportation Solutions in our employee common area. |
| 8. | Compile information on yearly TMP activities and submit Annual Report | Each spring, you will receive an e-mail prompting you to submit your Annual Report of TMP Activities using the County's on-line description. Bethesda Transportation Solutions will work with you to put together your Annual Report. Suggested employer description: We will maintain a file on the promotion and implementation of the strategies selected above and include in our Annual Report to DPWT. |
| Please note that the strategies below are not required, therefore no response is necessary for your plan to be approved. | | |
| 9. | Attendance at free CSS-sponsored meetings/workshops permitted for designated contact person | Bethesda Transportation Solutions publicizes many such events each year. Suggested employer description: (Contact) will be permitted to attend ____ such meeting(s) per year. |
| 10. | Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations) | Bethesda Transportation Solutions will provide you with any information you would like to provide to new employees about taking transit to work. Suggested employer description: We inform new employees of our transit subsidy program and provide Metro pocket guide and Ride On route maps to assist them in transit planning. |
| 11. | Free or reduced rate parking for car/vanpools offered to employees | If your building has a private parking garage, check to see if it provides this service. |
| 12. | Preferred location and/or reserved parking for car/vanpools offered to employees | Montgomery County garages in Bethesda offer reserved parking for car/vanpools. Bethesda Transportation Solutions can provide brochures about this program. Suggested employer description: We will post the BTS brochure which explains the County's carpool program. |

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Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 3

TRAFFIC MITIGATION PLAN WORKSHEET

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

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

Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 4

TRAFFIC MITIGATION PLAN WORKSHEET

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

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

Traffic Mitigation Plans & Annual Reports – Examples

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TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

Company/Organization: _____

Address: _____

Number of Full-time Employees: _____ Part-time Employees: _____

Submitted by: _____ Title: _____

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

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

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

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

Traffic Mitigation Plans & Annual Reports – Examples

Annual Report - Page 2

TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

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

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

Traffic Mitigation Plans & Annual Reports – Examples

Annual Report - Page 3

TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

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

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

Traffic Mitigation Plans & Annual Reports – Examples

Annual Report - Page 4

TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

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

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

Appendix E - Commuter Survey

2012 Annual Commuter Survey - Page 1

2012 ANNUAL COMMUTER SURVEY



Montgomery County, with 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 the survey within 1 week to the person who gave it to you.

ENTER TO WIN A TERRIFIC PRIZE! Employees who complete the survey will be entered into a PRIZE DRAWING for a digital camera and other great prizes! To enter, include your name and contact information at the end of the survey.

THANK YOU – WE VALUE YOUR INPUT AND COMMENTS!

1.

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

2. **On the most recent day you worked at your regular work location, what time did you arrive at work and what time did you leave from work?**

Arrive At Work _____ AM PM (*circle one*) Leave From Work _____ AM PM (*circle one*)

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

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

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

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

4. **If you carpooled or vanpooled last week, how many people, including yourself, were usually in the vehicle?**

I did not carpool or vanpool last week _____ total number of people in the vehicle

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

drive alone carpool vanpool Ride On Metrobus or commute bus
 Metrorail MARC or VRE bicycle / walk Other _____

Did you work at your current work location one year ago? yes no

6 **What is your home zip code?** _____



Please continue to page 2

2012 Annual Commuter Survey - Page 2

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

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

I never drive to work

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

8a. How much do you pay to park at this location?

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

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

| Pay for: (check one only) | Employer DOES NOT offer to pay cost | Employer offers to pay cost (check one only) | |
|------------------------------|--|---|------------------------|
| | | I DO NOT RECEIVE it | I DO RECEIVE it |
| Bus, Metrorail, or train | | | |
| Vanpool | | | |

9a. How much do you receive each month?

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

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

| Pre-tax for: (check one only) | Employer DOES NOT allow a pre-tax deduction | Employer allows pre-tax deduction (check one only) | |
|----------------------------------|--|---|------------------------|
| | | I DO NOT RECEIVE it | I DO RECEIVE it |
| Bus, Metrorail, or train | | | |
| Vanpool | | | |

10a. How much do you receive each month?

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

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

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

2012 Commuter Survey Results

Question 2. Arrival & Departure Times

| Work Arrival Time | |
|-------------------|-----|
| Before 6:00am: | >1% |
| 6:00am hour: | 4% |
| 7:00am hour: | 11% |
| 8:00am hour: | 41% |
| 9:00am hour: | 32% |
| 10:00am or later: | 12% |

| Work Departure Time | |
|---------------------|-----|
| Before 3:00pm: | 3% |
| 3:00pm hour: | 4% |
| 4:00pm hour: | 13% |
| 5:00pm hour: | 42% |
| 6:00pm hour: | 27% |
| 7:00pm or later: | 12% |

| Peak Period Commuting (7:00am - 8:59am) | |
|---|-----|
| Peak Period Commuter | 53% |
| Off Peak Period Commuter | 47% |

Question 3. Weekly Modal Split

| 2012 Mode Share - AM Peak Period by 15 Minute Intervals | | | | | | |
|---|-------------|---------------------|----------|--------------|-------|-------|
| Time | Drove Alone | Carpool/ Vanpool | Bus/Rail | Walked/Biked | Other | Total |
| 6:00 - 6:14 | 68% | 0% | 32% | 0% | 0% | 100% |
| 6:15 - 6:29 | 73% | 0% | 4% | 23% | 0% | 100% |
| 6:30 - 6:44 | 43% | 19% | 33% | 0% | 5% | 100% |
| 6:45 - 6:59 | 50% | 0% | 50% | 0% | 0% | 100% |
| 7:00 - 7:14 | 70% | 3% | 25% | 2% | 0% | 100% |
| 7:15 - 7:29 | 67% | 0% | 0% | 0% | 33% | 100% |
| 7:30 - 7:44 | 44% | 18% | 29% | 9% | 0% | 100% |
| 7:45 - 7:59 | 50% | 14% | 28% | 8% | 0% | 100% |
| 8:00 - 8:14 | 61% | 4% | 32% | 3% | 0% | 100% |
| 8:15 - 8:29 | 55% | 8% | 36% | 1% | 0% | 100% |
| 8:30 - 8:44 | 55% | 5% | 32% | 8% | 0% | 100% |
| 8:45 - 8:59 | 51% | 4% | 37% | 8% | 0% | 100% |
| 9:00 - 9:14 | 56% | 8% | 27% | 8% | 0% | 100% |
| 9:15 - 9:29 | 59% | 3% | 37% | 1% | 0% | 100% |
| 9:30 - 9:44 | 69% | 4% | 17% | 10% | 0% | 100% |
| 9:45 - 9:59 | 96% | 3% | 1% | 0% | 0% | 100% |
| AVERAGE | 60% | 6% | 26% | 5% | 2% | 100% |

2012 Commuter Survey Results

Question 3. - Continued

Overall Weekly Modal Split

| Commute Mode | Mode Share |
|----------------------------------|------------|
| Drove alone | 57% |
| CP/VP driver | 4% |
| CP/VP rider | 2% |
| Bus | 6% |
| Train | 21% |
| Walked /bicycled | 6% |
| Compressed Work Schedule Day Off | 0% |
| Telework | 4% |
| Other | 0% |

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

| Commute Mode | Mode Share |
|----------------------------------|------------|
| Drove alone | 53% |
| CP/VP driver | 3% |
| CP/VP rider | 3% |
| Bus | 6% |
| Train | 24% |
| Walked /bicycled | 7% |
| Compressed Work Schedule Day Off | 0% |
| Telework | 3% |
| Other (incl. CWW and Telework) | 0% |

Question 4. Average Carpool/Vanpool Occupancy

| | Count | Mean | Median |
|--------------------------------------|-------|------|--------|
| # of people in CP or VP in past week | 97 | 2.15 | 2.0 |

Question 5. Previous Modes Used

| | Mode | Percent |
|--|-----------------|---------|
| Q5. Thinking back one year, how did you usually get to work? | Drove alone | 60% |
| | Carpool/Vanpool | 4% |
| | Bus | 7% |
| | Train | 21% |
| | Bike/Walk | 6% |

| | | Percent |
|--|-----|---------|
| Q5a. Did you work at your current location one year ago? | Yes | 79% |
| | No | 20% |

Question 6. Home County & State Analysis 9

| | Percent |
|----------------------|---------|
| Montgomery County | 55% |
| District of Columbia | 14% |
| Virginia | 11% |
| Other Maryland | 18% |
| Other States | 1% |

2012 Commuter Survey Results

Question 7. Travel Distance, Travel Time & Longest Travel Time

| | Mean | Median | Range |
|---------------------------------------|------|--------|-------|
| Q7a. Travel Distance (in miles) | 15 | 12 | 120 |
| Q7b. Travel Time (in minutes) | 42 | 40 | 139 |
| Q7c. Longest Travel Time (in minutes) | 58 | 50 | 179 |

Question 8. Parking

| | | Percent |
|---|-------------------------------------|---------|
| Q8. On days that you drive to work, even if you only drive occasionally, where do you park? | In a lot/garage at my work location | 55% |
| | In a public lot/garage off-site | 23% |
| | On the street | 3% |
| | Other | <1% |
| | I never drive to work | 17% |

| | | Percent |
|-----------------------------------|----------------------------------|----------|
| Q8a. How much do you pay to park? | I do NOT pay to park | 22% |
| | I pay to park | 68% |
| | Average Parking Charge per Month | \$125.10 |

Question 9. Commute Expense Reimbursement

| | | Percent |
|--|-----------|---------|
| Q9. Does your employer offer to help pay the cost of commuting by transit? | Yes | 55% |
| | No | 39% |
| | No Answer | 6% |

| | | Percent |
|--|-----------|---------|
| Q9. Does your employer offer to help pay the cost of commuting by vanpool? | Yes | 20% |
| | No | 47% |
| | No Answer | 33% |

If YES to Q9:

| | | Percent |
|--|-------------------------------------|---------|
| Q9a. How much do you receive each month for transit/vanpool? | Don't know/Not Applicable/No Answer | 5% |
| | \$1 - \$30 | 5% |
| | \$31 - \$60 | 31% |
| | \$61 - \$99 | 23% |
| | \$100+ | 36% |

2012 Commuter Survey Results

Question 10. Pre-Tax Payroll Deductions

| | | Percent |
|---|-----------|---------|
| Q10. Does your employer allow pre-tax payroll deductions to help pay the costs of commuting by transit? | Yes | 56% |
| | No | 31% |
| | No Answer | 13% |

| | | Percent |
|--|-----------|---------|
| Q10. Does your employer allow pre-tax payroll deductions to help pay the cost of commuting by vanpool? | Yes | 24% |
| | No | 38% |
| | No Answer | 38% |

If YES to Q10:

| | | Percent |
|---|-------------------------------------|---------|
| Q10a. How much do you receive each month for transit/vanpool? | Don't know/Not Applicable/No Answer | 14% |
| | \$1 - \$30 | 13% |
| | \$31 - \$60 | 20% |
| | \$61 - \$99 | 20% |
| | \$100+ | 33% |

Question 11. Commuting Services

| Commuting Service | Would this service encourage you to use a carpool, vanpool, transit, or bicycling to get to work? | | | | |
|---|---|-------|-----|---------|-----------------------|
| | Yes | Maybe | No | Use Now | Refused/ No Answer |
| Assistance to form a carpool or vanpool | 7% | 17% | 63% | 2% | 11% |
| Free Parking for carpool or vanpool | 15% | 16% | 56% | 2% | 11% |
| Monthly payment/reimbursement for vanpools | 13% | 16% | 58% | >1% | 13% |
| Monthly payment/reimbursement for transit | 30% | 12% | 39% | 9% | 10% |
| Pre-tax payroll deduction for transit | 22% | 15% | 43% | 11% | 9% |
| Pre-tax payroll deduction for vanpools | 9% | 15% | 59% | >1% | 17% |
| Guaranteed Ride Home for carpool, vanpool, or transit | 19% | 19% | 49% | 2% | 11% |
| Route/Schedule information for transit | 12% | 14% | 53% | 7% | 14% |
| \$20 monthly subsidy to bicycle to work | 11% | 8% | 68% | 1% | 12% |
| Secure locker or other storage for bicycle | 10% | 8% | 68% | 2% | 12% |

2012 Survey - Employer and Employee Response Rate

| Employer / Company Name | Total # of Employees | Surveys Returned | Percent Returned |
|---------------------------------------|----------------------|------------------|------------------|
| Abt Associates | 244 | 5 | 2% |
| Administrative Services, Inc. | 36 | 14 | 39% |
| American Capital Strategies | 200 | 0 | 0% |
| American Tap Room | 98 | 0 | 0% |
| American Occupational Therapy Assoc | 74 | 41 | 55% |
| Areva NC, Inc. | 40 | 0 | 0% |
| Aveda Lifestyle Store, Spa & Salon | 28 | 6 | 21% |
| Barnes & Noble | 100 | 18 | 18% |
| Benihana Inc. | 47 | 0 | 0% |
| BF Saul | 314 | 58 | 19% |
| Black's Bar & Kitchen | 91 | 8 | 9% |
| Boston Consulting Group | 185 | 42 | 23% |
| BWW Law Group | 115 | 50 | 43% |
| Calvert Group | 205 | 57 | 28% |
| Chevy Chase Cars Inc. | 134 | 17 | 13% |
| Clark Construction Group | 2,060 | 7 | 0% |
| CohnReznick Group | 469 | 42 | 9% |
| Comcast Sportsnet, Inc. | 130 | 53 | 41% |
| Consumer Product Safety Commission | 345 | 38 | 11% |
| Cystic Fibrosis Foundation | 135 | 79 | 59% |
| Deutsche Bank Berkshire Mortgage, Inc | 51 | 0 | 0% |
| Development Alternatives | 285 | 4 | 1% |
| Development Services Group | 34 | 0 | 0% |
| Doubletree Hotel | 140 | 12 | 9% |
| Editorial Projects in Education | 86 | 64 | 74% |
| ESI | 38 | 12 | 32% |
| EuroMotor Cars | 235 | 12 | 5% |
| FDA - 7700 Wisconsin Avenue | 140 | 49 | 35% |
| First Financial Group | 100 | 0 | 0% |
| GE Healthcare Financial Services | 75 | 0 | 0% |
| GetWellNetwork, Inc. | 51 | 5 | 10% |

2012 Survey - Employer and Employee Response Rate
Continued

| Employer / Company Name | Total # of Employees | Surveys Returned | Percent Returned |
|--|----------------------|------------------|------------------|
| Giant Food | 200 | 0 | 0% |
| Green Park Financial/Walker & Dunlop | 110 | 0 | 0% |
| GTM Architects | 41 | 14 | 34% |
| Kajeet | 27 | 0 | 0% |
| Legal Advantage | 98 | 0 | 0% |
| Lerch, Early, and Brewer | 116 | 55 | 47% |
| Linowes & Blocher | 83 | 64 | 77% |
| MarketBridge | 72 | 0 | 0% |
| Maple Life Financial | 66 | 16 | 24% |
| Moore and Associates | 24 | 0 | 0% |
| Morgan Stanley | 100 | 0 | 0% |
| National Assoc. of School Psychologists | 32 | 10 | 31% |
| NOVA Research Company | 69 | 25 | 36% |
| OPNET Technologies, Inc | 264 | 74 | 28% |
| Paley, Rothman, Goldstein, and Cooper | 70 | 27 | 39% |
| Presidential Bank Mortgage | 60 | 0 | 0% |
| ProFund Advisors | 120 | 0 | 0% |
| Project Hope | 37 | 8 | 22% |
| Realty Mgmt. Services (Ross Development) | 82 | 12 | 15% |
| Regardie, Brooks & Lewis | 25 | 0 | 0% |
| Ruth's Chris Steakhouse | 90 | 0 | 0% |
| S.S. Papadopoulos and Associates | 32 | 16 | 50% |
| Shugoll Research, Inc. | 116 | 16 | 14% |
| Stone Street Capital Inc | 123 | 13 | 11% |
| The Ezra Companies | 50 | 0 | 0% |
| The Mergis Group | 30 | 0 | 0% |
| University Research Company | 95 | 66 | 70% |
| Weaver Brothers Insurance Association | 28 | 0 | 0% |
| Woodmont Grill | 110 | 0 | 0% |
| Totals | 8,655 | 1,096 | 13% |

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

| Company | On-site Bike Parking | Showers | Lockers | Bicycle Subsidy |
|---|----------------------|---------|---------|-----------------|
| Abt Associates | X | X | X | |
| Acacia | X | | | X |
| American Capital Strategies | X | X | | |
| ASHP | X | | | |
| Automotive Aftermarket Industry Association | X | | | |
| Barnes & Noble | X | | | |
| Benjamin Schlesinger and Associates, LLC | X | X | | |
| Bethesda Sport & Health | X | X | X | |
| Bethesda Urban Partnership | X | X | X | |
| BF Saul & Co. | X | X | X | |
| Bierman, Geesing & Ward | X | | | |
| Bond Beebe | X | | | |
| Boston Consulting | X | | | |
| Calvert | X | | | X |
| Cambridge Systematics | X | | | |
| CDM Group | X | | | |
| Clark Construction | X | X | X | |
| CohnReznick | X | X | X | |
| Comcast Sportsnet | X | | | |
| CWCapital | X | X | X | |
| Datawatch Systems, Inc. | X | | | |
| Deutsche Bank Berkshire | X | | | |
| Development Alternatives Inc | X | X | | |
| DoubleTree | X | | | |
| Editorial Projects in Education | X | X | | |
| ESI | X | | | |
| Euro MotorCars | X | | | |
| Europ Assistance | X | | | |
| EYA, LLC | X | | | |
| First Washington Realty | X | | | |

Bethesda Companies with Bicycle Amenities
Continued

| Company | On-site Bike Parking | Showers | Lockers | Bicycle Subsidy |
|--|----------------------|---------|---------|-----------------|
| Fixation Marketing | X | | | |
| Futron | X | X | | |
| GE Healthcare | X | X | X | |
| Giant Food | X | | | |
| GMAC | X | | | |
| Greystone Servicing Corp | X | | | |
| GTM Architects | X | | | |
| Hanger Orthopedic | X | | | |
| Hilton Garden Inn - Bethesda | X | | | |
| ICF Macro | X | | | |
| Imagination Stage | X | X | X | |
| International Baccalaureate Organization | X | X | X | |
| Leavy, Frank & Delaney, LLC | X | | | |
| Lerch, Early & Brewer | X | | | |
| Linowes and Blocher | X | | | |
| Miller and Long Co., Inc. | X | | | |
| National Association of School Psychologists | X | | | |
| OPNET | X | X | X | |
| Ourisman Honda | X | | X | |
| PDA | X | X | | |
| Project Hope | X | | | |
| Red Coats, Inc. | X | | | |
| Residence Inn Marriott | X | | X | |
| Round House Theatre | X | X | | |
| SS Papadopoulos & Assoc. | X | | | |
| Stone Street Capital | X | | | |
| Strosniders Hardware | X | | | |
| The Chevy Chase Land Company | X | X | X | |
| UBS Financial | X | | | |
| University Research Co. | X | | | |
| Walker and Dunlap | X | | | |

Appendix G Map of Bike Rack Locations in Downtown Bethesda

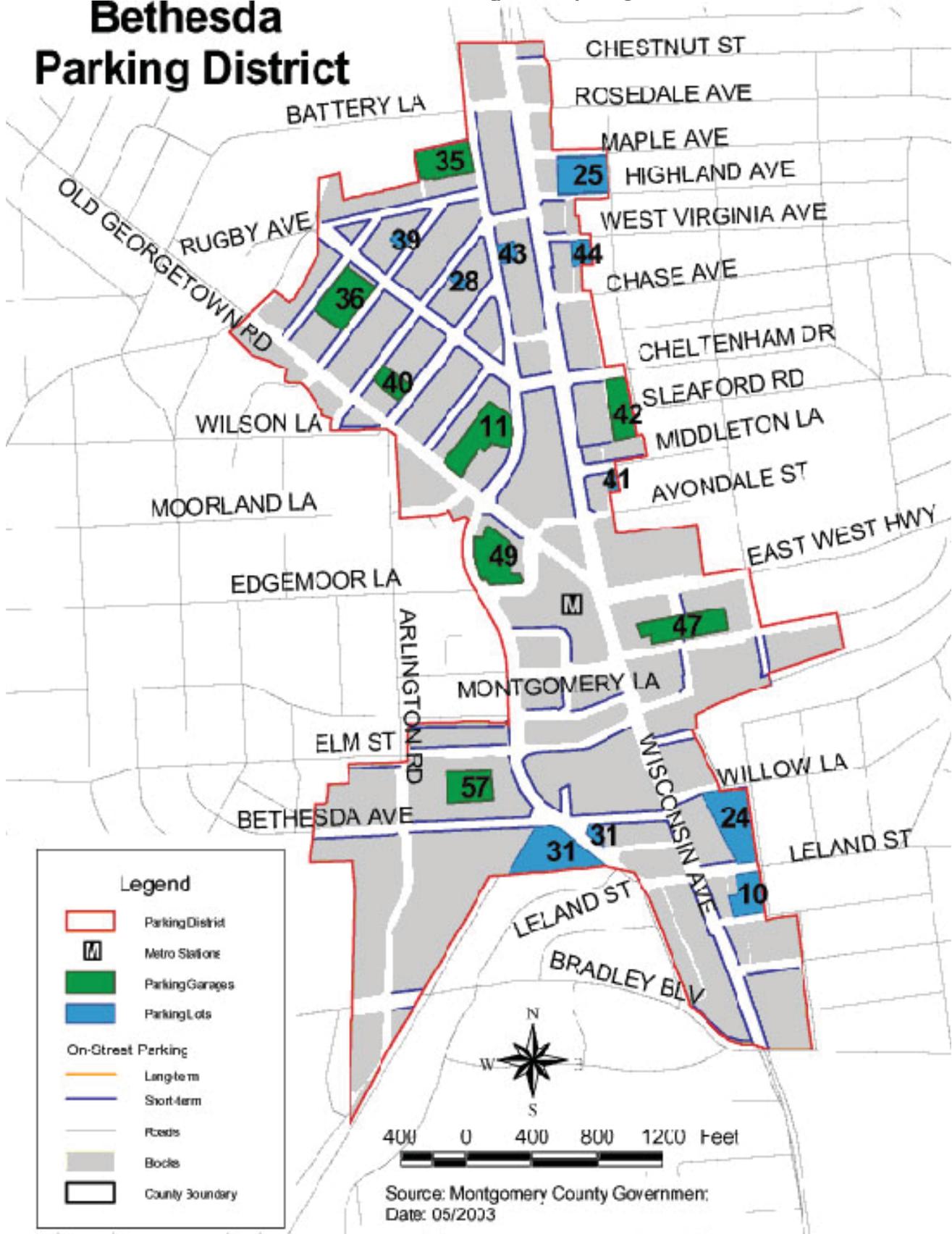


Appendix H Bethesda Crosswalk Inventory



Appendix I
Bethesda Parking Facility Map

Bethesda Parking District



Appendix J

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. |
| APC | Automated Passenger Counting. APC Systems have the ability to count transit passengers as they board and alight transit vehicles at individual stops. |
| 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. |
| CID | Commuter Information Day. A free service provided by Bethesda Transportation Solutions. Staff sets up a display of transportation information in a building lobby or a common area of a business and meets with commuters directly to discuss their commuting options and answer questions. |
| Mode Choice | Commuting methods including drive alone, carpool, vanpool, biking, walking, or other work schedule (telework, compressed work week). |
| MWCOG | Metropolitan Washington Council of Governments. An independent, nonprofit association that brings area leaders together to address major regional issues in the District of Columbia, suburban Maryland and Northern Virginia. |
| NADMS | Non-Auto Driver Mode Share. Percent of commuters who are not drivers of single occupancy vehicles, carpools or vanpools. |
| Peak Hour | The 60-minute period with the greatest number of arrivals in the TMD. Established by responses to the Annual Commuter Survey. |
| Peak Period | Standard periods in the morning and evening where arrivals and departures in the TMD are typically highest. The AM Peak Period is 7:00am - 8:59am. The PM Peak Period is 4:00pm to 7:00pm. |
| 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. |
| TMO | Traffic Management Organization. An organization charged with marketing strategies to reduce traffic congestion. |
| 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. |
| TPB | Transportation Planning Board. The federally designated Metropolitan Planning Organization for the Metropolitan Washington region. |

Glossary of Terms and Abbreviations

Continued

| | |
|----------|---|
| Telework | <i>aka</i> Telecommuting . Business management tool where employees are permitted to complete their job tasks at home or at telework centers. |
| WABA | Washington Area Bicyclists Association . WABA is the Metropolitan Washington region's nonprofit bicycle advocacy and education membership association. |
| WMATA | Washington Metropolitan Area Transit Authority . Operates the regional transportation system in the Metropolitan Washington area |