

Bethesda Transportation Management District
Bethesda Transportation Solutions
Montgomery County, Maryland

BIENNIAL REPORT

FY2014 – FY2015



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



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Bethesda Transportation Management District
Montgomery County, Maryland

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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 2014 and 2015, which began July 1, 2013 and ended June 30, 2015. 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 2014 Commuter Survey indicate an NADMS of 34% (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 2014 Commuter Survey. There was no Commuter Survey in the 2015 fiscal year. Key elements are summarized below, organized according to sections of the report.

A. Operations, Programs, Services, Participation

- The number of bicyclists registering for Bike to Work Day has been holding steady at approximately 700 cyclists, making the Bethesda event consistently the largest in the State of Maryland and the third largest in the region.
- BTS held weekly Commuter Information Days in office buildings throughout downtown Bethesda.
- Seven Bethesda companies were recognized with Honorable Mentions during the 2014 and 2015 Employer Recognition Awards, presented by the Metropolitan Washington Council of Governments (MWCOG). One company, the Cadmus Group was recognized with a regional award in 2014 for its Incentives program.

- With the introduction of Capital Bikeshare Bethesda in 2013, BTS focused on attending commuter bicycling meetings to develop relationships with stakeholders of bike sharing in the County.
- In FY2014 and FY2015, BTS coordinated with the Washington Area Bicyclist Association to host “Confident City Cycling” classes in the TMD area. BTS promoted the classes to Bethesda employers and employees through emails to employer contacts, the BTS newsletter and website. The employer representatives on the BTS Advisory Committee promoted the class to their employees, with several Bethesda employees registering for the class.
- BTS’ website, www.bethesdatransit.org, continues to serve the community as the premier site for commuting information in Bethesda.
- In 2014, BTS updated the Biking in Bethesda brochure and map. This brochure continues to be one of our most popular and has been widely distributed around the region.
- The Commuter Solutions Newsletter’s monthly readership continues to grow and become more interactive. In 2014, the percentage of readers that opened the emailed newsletter was 16%. In FY2015, that percentage jumped to 19%.

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 34% in FY2014 (the 2014 Commuter Survey) which exceeds the goal stated in Stage 1 of the Sector Plan.
- The number of commuters biking and walking to their job site in Downtown Bethesda is above the national average of 3%. In 2014, 4% of commuters walked or biked to Downtown Bethesda during the peak period, according to the Commuter Survey.

C. Traffic, Parking and Transit Ridership Trends

- Ridership at the Bethesda Metro station had declined slightly in FY2010, but was back into and upward trend by the end of FY2011. This trend has continued through FY2015. Media coverage and community concerns about Metro’s overall reliability and safety, as well as the condition of the Bethesda Metro Station have impacted ridership negatively.
- The Bethesda Circulator’s ridership is continuing its upward trend. In FY2014, 313,934 riders had hopped on the bus. In FY2014, that number had risen to 360,457.
- The FY2014 Montgomery County launch of Capital Bikeshare has increased biking in Downtown Bethesda, but these cyclists may not be captured by the Annual Commuter Survey due to the spontaneous nature of Bikeshare rentals and the fact that the Survey asks for respondents to list their primary mode. For example, if a commuter took a Bikeshare bike to the Metrorail station, they would be required to respond that their mode was “Metrorail.”

- 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 2013 through June 2015. 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, 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, the BUP Board of Directors, Montgomery County's Department of Transportation (MCDOT), and the County Executive on the transportation system and TMD-related policies, programs and operations. **Table 3.1** provides the list of Advisory Committee members in FY2014 and FY2015.

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

	FY14	FY15
BCC Chamber of Commerce		
	Erin Allen - ConTemporaries, Inc.	Erin Allen, ConTemporaries, Inc.
	Clyde Garrett, Monument Bank	Clyde Garrett, Monument Bank
	David Viertels, Apex Home Loans	David Viertels, Apex Home Loans
Western Montgomery County Citizens Advisory Board		
	Maureen Bryant, Resident Within TMD	Jedd Skibo, Resident Within TMD
	Deborah Michaels, Resident Adjacent to TMD	Deborah Michaels, Resident Adjacent to TMD
	Linda Moreno, Resident Adjacent to TMD (Partial Term) Eric Schroeder, Resident Adjacent to TMD (Partial Term)	Eric Schroeder, 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	Angela Kinsella, Europ Assistance, USA
Small Employers (less than 50)		
	Ben Schlesinger, Benjamin Schlesinger and Associates (BSA) - Vice Chair	Ben Schlesinger, Benjamin Schlesinger and Associates (BSA) - Chair
	Charles Andrews, S.S. Papadopoulos & Associates - Chair	Charles Andrews, S.S. Papadopoulos & Associates
Non-Voting		
	Karen Thon, BCC Services Center	Karen Thon, BCC Services Center
	Jim Carlson, MCDOT Commuter Svcs	Jim Carlson, MCDOT Commuter Svcs
	Ryan Emery, Naval Support Activity Bethesda	Ryan Emery, Naval Support Activity Bethesda
	Russell Mason, NIH	Russell Mason, NIH
	Mark Kramer, Representing BUP	Mark Kramer, Representing BUP
	Robert Kronenberg, M-NCPPC	Matt Folden, M-NCPPC

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;
- Maintaining relationships with building property managers for commuter events;
- 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 (MWCOCG), 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.
- **Earth Day:** The international annual event on April 22 to educate people on earth-friendly activities has expanded to “Earth Week” with commuter events on days surrounding April 22.
- **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 such as County-wide seminars and webinars about transit benefits and telework. .

There are 1,130 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 Downtown Bethesda commuter events or through BTS direct marketing. Interested commuters are provided free, customized transit routing along with free transit schedules mailed directly to their residence, or sent via email. Potential carpool/vanpool drivers or riders are provided free match lists containing names

and contact information of similarly interested commuters, living in the same neighborhood or along the same commute corridor. As a member of Commuter Connections, BTS contributes to the database of commuters region-wide, thereby offering each interested commuter a much broader list of potential pool matches.

In FY2014, 77 people were added grouped into 23 carpools to Bethesda. By the end of FY2015, 51



Bethesda commuters were placed into 18 carpools. There were 231 participants in the carpool database. BTS works hard to maintain the integrity of the database. New participants are constantly being added 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 building property managers and individual Transportation Benefits Coordinators to maximize employee participation (see **Figure 3.1**, for sample flyer).

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

In fiscal years 2014 and 2015 a total of 528 commuters filled out a form at our CID table, to participate in the prize wheel and raffle and to request more information. Many more commuters stopped by our table, received informational brochures and spoke with BTS staff, but did not fill out a form requesting additional information.

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

Friday, April 17
11:30 am - 1:30 pm
Lobby of 7200 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 & Bike 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 Bicycle & Pedestrian Safety Outreach 
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7700 Old Georgetown Road • 301.656.0868 • Open Monday-Friday • 8:30am – 5:00pm

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 19% readership. The web-based software used allows staff to analyze data for each publication. See **Table 3.2** below for a detailed look at the average statistics from FY14 - FY15 compared to FY12 - FY13.

Table 3.2
Newsletter Response Report

Commuter Solutions Newsletter				
	FY2012 - FY2013		FY2014 - FY2015	
Total newsletters emailed/month	2,551		2,890	
Total emails received	2,512	99% of total emails sent	2,866	99% of total emails sent
Total bounces	39	2% of total emails sent	24	1% of total emails sent
People who opened it	404	16% of total emails received	553	19% of total emails sent
People who clicked through	45	11% of total emails opened	53	10% of total emails opened
People who shared it	N/A	N/A	27	5% of total emails opened

The publication features programs and services available through BTS, the latest transportation news and information about BTS sponsored events, as well as profiles on companies, employees, transportation leaders and BTS Advisory Committee members. See **Appendix A** for examples of the BTS newsletter from FY14 - FY15.

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. 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**), and in the Chamber office, setting up a booth at the B-CC Chamber Expo, and participating as a sponsor of their annual golf tournament. The golf tournament usually takes place in early May, which gives BTS a great opportunity to raise awareness about Bike to Work Day. Staff sets up a table and tent at one of the tees, and puts the bicycle donated by Griffin Cycle on display to attract interest and encourage registration. 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 2013, Car Free Day fell on a Sunday. The Car Free Day Steering Committee opted to turn the event in “Car Free Days” and have participants pledge to go Car Free on any day from Friday, September 20 to Sunday, September 22. BTS Staff was at the Bethesda Metro Station on Friday morning thanking commuters for taking transit and talking to them about the event and their transit options.

In 2014, Car Free Day fell on a weekday and BTS Staff was once again able to return to the original message of the event: getting commuters out of their cars and onto transit during the work week. Staff set up their display at the Bethesda Metro Station from 6:30-8:30 a.m. and distributed prizes, entered commuters into drawings, and answered commuters’ questions.

Walk & Ride Challenge

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

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

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



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

In 2013 BTS had 376 participants and six sponsors: Europ Assistance, Mooers Immigration, the Original Pancake House, Relay Foods, SS Papadopoulos and Associates, and Unity Woods Yoga. In 2014, BTS had 156 participants registered in the Walk and Ride Challenge and 5 sponsors: Bradley Food and Beverage, Mooers Immigration, the Original Pancake House, Pizza Pass, and SS Papadopoulos and Associates.

Bike to Work Day

Bike to Work Day is a regional event organized by the Washington Area Bicyclist Association (WABA) and MWCOC 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 2005 – 2015.

Table 3.3
Bike to Work Day Registration
2005-2015

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
430	465	525	575	670	717	780	644	708	708	707

Bike to Work Day 2014

The Bethesda Pit Stop had 160 participants check in on-site and 708 bicyclists pre-register. Torrential

rains prevented many registrants from attending the event.

MD State Delegate Ariana Kelly once again served as the official Bike to Work Day emcee. 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
- William Hwang, Deputy Assistant Secretary for Transportation Policy and Freight, Maryland Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Several businesses were provided tables with representatives at the event, including: the Leukemia and Lymphoma Society, the DC Green Festival, the National Multiple Sclerosis Society, City Sports Bethesda, Fitness Together, REI, YMCA Bethesda Chevy Chase, and the Washington Area Bicyclist Association. 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 Abt Associates 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 10th Annual Bicycle Commuter Spirit Awards. This year's winners were Holly Chase and Rod Hannon. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Now. Event photography was done by Dave Dabney.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: Abt Associates, All Fired Up, Bethesda Bagels, Bethesda Blues and Jazz Supper Club, Bethesda-Chevy Chase Chamber of Commerce, Bethesda Court Hotel, Brickside, City Sports, Cystic Fibrosis Foundation Cycle for Life, DC Green Festivals, DrinkMore Water, Fitness Together, Georgetown Running Company, Griffin Cycle, Hilton Garden Inn, Honest Tea, Leukemia and Lymphoma Society Team in Training, National Multiple Sclerosis Society Bike MS, Original Pancake House, Pizza Tempo, REI, Spring Mill Bread Co., Unity Woods Yoga, Whole Foods, YMCA – Bethesda, Zip Car.

Bike to Work Day 2015

The Bethesda Pit Stop had 436 participants check in on-site and over 700 bicyclists pre-register.

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

- MD State Delegate Ariana Kelly

- MD Comptroller Peter Franchot
- MD State Senator Susan Lee
- MD State Delegate Marc Korman
- Michael E. Jackson, Dir. of Bicycle & Pedestrian Access, MD Dept. of Transportation
- Council Member Roger Berliner
- Ken Hartman, Director of the Bethesda-Chevy Chase Regional Services Center

Food and refreshments were donated from many different Bethesda businesses. Attendees had their choice of dozens of prizes including various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle.

Several businesses were provided tables with representatives at the event, including: CFF Ride to Victory, Icebreakers, Griffin Cycle, Whole Foods, WABA, Montgomery County Police, Fitness Together, REI, Dahn Yoga, City Sports, Smoothie King, Capital Crescent Trail Coalition, Broadpoint, Bethesda Green, Smoothie King came out with staff to provide samples and Whole Foods was there giving out fruit and other refreshments. Baked goods were donated by Bethesda Bagels and Spring Mill Bread Company, and Carr Workplaces 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 11th Annual Bicycle Commuter Spirit Awards. This year's winners were Claudia Blackburn and Morris Klein. Both winners showed tenacious spirit and dedication in their long years of bike commuting in all types of weather.

Press coverage included Bethesda Magazine and WUSA DC Channel 9. Professional event photography was done by Danny Peck.

The complete list of Bike to Work Day event partners and sponsors for the Bethesda pit stop included: Bethesda Bagels, Bethesda-Chevy Chase Chamber of Commerce, Bethesda Court Hotel, Bethesda Green, BroadPoint, Carr Workplaces, City Bikes, City Sports, Coalition for the Capital Crescent Trail, Cystic Fibrosis Foundation Cycle for Life, Dahn Yoga and Tai Chi, DrinkMore Water, Fitness Together, Griffin Cycle, Hilton Garden Inn, Icebreakers, Manny and Olga's Pizza, Montgomery County Police, Original Pancake House, REI, Residence Inn, Ride to Conquer Cancer, Rockville Family Chiropractic Clinic, Ruth's Chris Steakhouse, Whole Foods.

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 2014 and 2015, a number of Bethesda employers were recognized (see **Table 3.4** below).

Table 3.4
Bethesda Companies Recognized at Employer Recognition Awards

2014	2015
Cadmus Group (Winner, Incentives)	Abt Associates (Honorable Mention)
The Bethesda Urban Partnership (Honorable Mention)	Calvert Investments (Honorable Mention)
Cohn Reznick (Honorable Mention)	Honest Tea (Honorable Mention)
Europ Assistance USA (Honorable Mention)	
Wellness Corporate Solutions (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 137 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 208 Annual Reports.

Companies with fewer than 25 employees are required to submit an exemption or file a Voluntary Traffic Mitigation plan. BTS has assisted 54 companies with their exemptions and nearly 20 companies with Voluntary Traffic Mitigation Plans. 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. Survey results marked "2014" were from the survey done in the spring of that year, which falls into FY2014. There was no Commuter Survey conducted in FY2015.



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 2014 Survey is included as **Appendix E**.

Non Auto Driver Mode Share (NADMS)

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

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

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

Peak Period

The peak period is the two-hour period of 7:00am to 8:59am, which is traditionally the time period when the most people are commuting to work. We analyze mode choice for the peak period in order to see a broad view of how effective TDM strategies have been in reducing traffic during the traditional rush-hour period. **Table 4.1** shows the NADMS for the peak period in FY2014, including employees working from home or on a compressed work schedule.

Table 4.1
FY2014 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	786	34.2%	354	27.7%
	Driver Modes	1,510	65.8%	925	72.3%
	Total	2,296	100.00%	1,279	100.00%

Table 4.2 shows a comparison of NADMS rates for the peak periods of the last five years, starting in 2009. As shown, the NADMS declined from 2009 to 2011 and spiked dramatically in 2012. There was a decline in 2014, likely due to a combination of growing public concern about the reliability of Metrorail, the rehabilitation of the Bethesda Metro Station escalators, and low gas prices. The NADMS percentages below include those teleworking and working compressed work schedules.

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

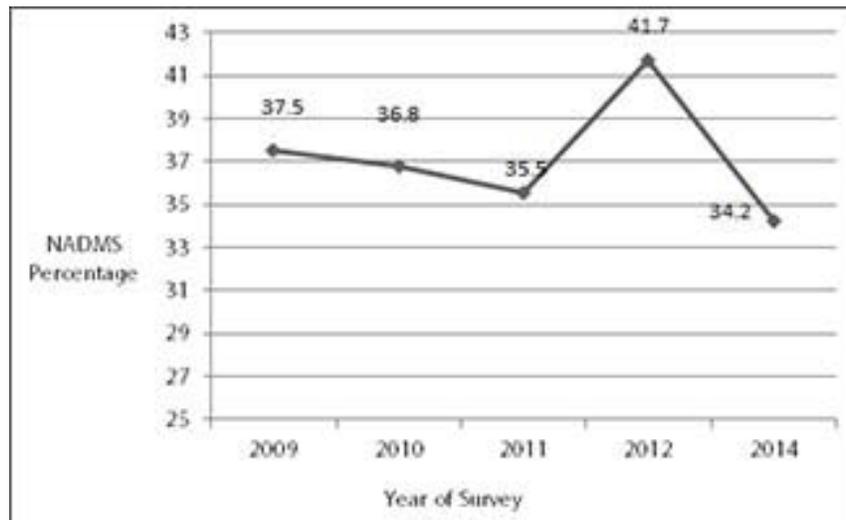


Table 4.3 does not include those teleworking or on a compressed work schedule. The change in non-driver mode share is significant enough to encourage the conclusion that TDM strategies promoting telework programs and compressed work schedules are effective in reducing traffic in the service area. In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

Table 4.3
FY2014 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	731	32.6%	309	25%
	Driver Modes	1,510	67.4%	925	75%
	Total	2,241	100.00%	1,234	100.00%

Peak Hour

We calculate the peak hour in order to observe changes in traffic patterns. To calculate the peak hour, the survey results have broken down peak arrival times into 15-minute increments, making the peak hour the block of 4 consecutive increments with the most arrival times. **Table 4.4** illustrates Peak Hour mode share for FY2014. In FY2014, the period of 8:00-8:59am 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
FY2014 Peak Hour NADMS

Surveyed Time Frame (6:00am - 9:59am)			
		8:00am-8:59am	
		Resp Cnt	Col %
Non-Auto Driver Mode Share	Non-Driver Modes	521	35%
	Driver Modes	967	65%
	Total	1,488	100.00%

A. Response Rate

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

- Paper surveys and 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 2000 is 56%, 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 - 2014 of 17%. 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 - 2014* Survey Participation of TMD Employers and Employees

	2014	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2000
Employers Surveyed	53	66	107	117	126	98	94	120	111	119	226	97
Employers Responding	26	36	58	72	80	68	60	78	77	71	30	46
Employer Response Rate	50%	55%	54%	62%	63%	69%	65%	65%	69%	60%	8%	47%
Surveys Distributed	8,675	9,199	11,518	11,663	13,497	10,956	10,193	9,680	11,022	8,035	7,970	8,079
Surveys Returned	713	1,096	1,428	2,413	2,298	2,812	1,373	1,775	1,902	1,865	1,216	1,560
Employee Response Rate	8%	12%	12%	21%	17%	26%	14%	18%	17%	23%	15%	19%
*There was no Commuter Survey administered in 2013												

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 FY2014, two 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**.

As shown in **Table 4.6**, 37% of respondents did not drive alone to the CBD during the peak period of 7:00am - 8:59am in FY2014, 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 2014, 39% of respondents did not drive alone to the CBD during the peak hour of 8:00am - 8:59am, choosing to take transit, carpool/vanpool, walk, bike, or telework instead. Also see **Appendix E** for a complete breakdown of FY2014 Survey results, including mode choice by 15-minute increments during the AM commuting period.

Table 4.6
FY2014 Peak Period Mode Choice Results

2014 Peak Period Modal Split 7:00am - 8:59am		
M - F Weekly Mode Split	Drove alone	63%
	CP/VP driver	3%
	CP/VP rider	2%
	Bus	6%
	Train	20%
	Walked/Biked	4%
	Telework/CWW	2%

Table 4.7
FY2014 Peak Hour Mode Choice

2014 Peak Hour Modal Split 8:00am-8:59am		
M - F Weekly Mode Split	Drove alone	61%
	CP/VP driver	4%
	CP/VP rider	1%
	Bus	6%
	Train	21%
	Walked/Biked	5%
	Telework/CWW	2%

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 2014 was calculated at 1.02. Though AAO has fluctuated over the years, it has not changed significantly since BTS began tracking it in 1999.

Table 4.8
Average Auto Occupancy

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

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

Table 4.9
Commute Patterns - Sector Plan Objective & 2014 Survey Results

Commute Type	Stage 1 Sector Plan Objective	2014
Non-SOV (Service Area)		36%
AAO	1.27	1.02
NADMS - AM Peak (7:00 - 8:59 AM)	32%	33%

D. Transit Usage and Pooling

In the FY2014 Survey, 27% of survey respondents chose rail or bus service during the peak hour, which is an decrease of 3% since FY2013. Carpooling decreased slightly, from 6% in FY2013 to 5% in FY2014.

E. Other Modes: Biking & Walking

Biking and pedestrian rates during the peak hour decreased slightly from 6% in FY2013 to 5% in FY2014.

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.

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

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
Capital Bikeshare - 3 Stations in downtown area in September 2013
91 bike racks located throughout downtown area
Bike repair station located on the Capital Crescent Trail
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 April 2014 and September 2014
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. BTS also participated in Pedestrian Safety outreach events in Downtown Bethesda in October 2013 and June 2014.

FY2014 and FY2015 saw many improvements in the pedestrian infrastructure in Downtown Bethesda, including the restriping of 19 intersections. 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 2% of respondents in FY2014. BTS promotes webinars and workshops held by Montgomery County Commuter Services in conjunction with MWCOG.

G. Home Origins of Downtown Bethesda Employees

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

V. TRAFFIC, PARKING AND RIDERSHIP TRENDS

The TMD has met the limitations outlined in the 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 middle phases of being built in the Woodmont Triangle area, leading to sidewalk closures. In addition, BTS was working with businesses near Bethesda Row to prepare them for the closure of Lot 31, near Woodmont and Bethesda Avenues. The Capital Crescent Garage opened in the Spring of 2015 to replace Lot 31, and development around the new Garage continued to expand.

B. Ridership Trends

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

Metrorail and Metrobus Ridership

In FY2013-2014, the escalators in the Bethesda Metro Station were in the process of being replaced. 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 WMATA included upgraded lighting, signage, and updated interior.

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. Ridership at the Bethesda station has held steady through FY2014 and FY2015, despite elevator outages, escalator breakdowns, and a complete escalator rehabilitation project that started in FY2015 and which continue today.



Table 5.1
Metrorail Ridership - Bethesda Station
AM Peak & PM Peak - FY2014 & FY2015

Year	Month	Exits – AM Peak (5:30AM – 9:30AM)	Entries – PM Peak (3:00PM – 7:00PM)
2013	July	3,171	3,821
2013	August	3,064	3,643
2013	September	3,213	3,780
2013	October	3,135	3,822
2013	November	3,027	3,745
2013	December	2,735	3,322
2014	January	2,960	3,531
2014	February	3,111	3,590
2014	March	2,994	3,586
2014	April	3,213	3,845
2014	May	3,242	3,929
2014	June	3,477	4,040
Average Total FY2014		37,344	44,653
2014	July	3,402	4,017
2014	August	3,213	3,895
2014	September	3,360	3,976
2014	October	3,387	4,012
2014	November	3,178	3,812
2014	December	3,007	3,646
2015	January	3,070	3,728
2015	February	3,152	3,744
2015	March	3,052	3,727
2015	April	3,216	3,751
2015	May	3,195	3,952
2015	June	3,332	4,022
Average Total FY2015		38,563	46,282

Source: Washington Metropolitan Area Transit Authority

Table 5.2 shows the average number of weekday riders on the Metrobus lines serving the Bethesda Station, as reported by the Automated Passenger Counting (APC) system. The J2 and J3 lines serving Bethesda and Silver Spring are the most popular Metrobus lines serving Bethesda, with an average ridership of 6,232 in FY2015. The J4 Express Bus from College Park-Bethesda served an average of 393 riders in FY2015, while the J7 and J9 I-270 Bethesda Express Bus served an average of 1,216 riders in FY2015.

Table 5.2
Average Weekday Ridership

Route	FY2013	FY2014	FY2015
Bethesda - Silver Spring (J1, 2, 3)	6,479	6,645	6,232
I-270 Express (J7, 9)	469	467	393
College Park - Bethesda (J4)	1,137	1,220	1,216
TOTAL	8,085	8,332	7,841

Source: Washington Metropolitan Area Transit Authority (WMATA)

Ride On

After a period of decline in recent years, ridership on the routes serving Bethesda have held relatively steady, only showing a slight decrease due to fare increases and the elimination of some routes and discounts. **Table 5.3** shows boardings at Bethesda station from FY2013 - FY2015.

Table 5.3
Average Weekday Boardings
Bethesda Metro

Ride On Route	FY2013	FY2014	FY2015
Route 29	681	695	690
Route 30	695	702	693
Route 32	238	250	253
Route 33	329	357	325
Route 34	2,898	2,754	2,592
Route 36	405	418	513
Route 47	1,579	1,645	1,533
Route 70	731	712	653
TOTAL	7,556	7,533	7,252

Source: Montgomery County Dept. of Transportation

Bethesda Circulator

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

**Table 5.4
Bethesda Circulator – Ridership July 2013– June 2015**

FY2014		FY2015	
Month	Ridership Total	Month	Ridership Total
July 2013	25,429	July 2014	32,634
August	26,282	August	32,507
September	23,037	September	30,371
October	25,116	October	31,040
November	21,577	November	27,518
December	21,268	December	27,907
January	26,324	January	27,857
February	28,185	February	28,049
March	25,787	March	30,318
April	29,402	April	30,732
May	31,043	May	29,546
June 2014	30,484	June 2015	31,978
TOTAL	313,934	TOTAL	360,457

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 6,174 and 7,126 long and short-term public parking spaces (garages, lots and on-street) available in the Bethesda PLD in FY2015. The range given is due to the continued fluctuation in the number of parking spaces available in several facilities, particularly the closure of Lot 31 and opening of the Capital Crescent Garage to replace it.

Please see **Table 5.5** for a chart showing the full Public Parking Supply & Usage for FY2014 & FY2015. A map of the public parking lots and garages located in Downtown Bethesda is included in Appendix I.

As of the end of FY15, 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 FY15, over 7,000 public spaces were available in accordance with AGP guidelines.

**Table 5.5
Public Parking Supply and Usage - Garages and Lots
FY2014 - FY2015**

Garage/Lot	FY2014				FY2015			
	Total Capacity	Long-term Usage	Short-term Usage	Total Usage	Total Capacity	Long-term Usage	Short-term Usage	Total Usage
11 - Woodmont/Old Georgetown	1,095	92%	58%	62%	1,095	67%	43%	66%
31 - Capital Crescent Garage	Opened January 2015				952	54%	0%	54%
35 - Woodmont	487	84%	81%	83%	487	92%	89%	92%
36 - Auburn/Del Ray	729	60%	18%	54%	729	62%	21%	56%
40 - St. Elmo	311	100%	83%	92%	311	100%	78%	90%
42 - Cheltenham	337	52%	12%	47%	337	49%	10%	45%
47 - Waverly	814	82%	75%	81%	814	76%	71%	75%
49 - Woodmont/Metropolitan	949	84%	51%	81%	949	95%	68%	93%
57 - Bethesda Ave./Elm St.	890	84%	90%	88%	860	82%	95%	90%
8 - St. Elmo Ave. (Opened July 2013)	10	n/a	93%	93%	10	n/a	88%	88%
10 - Walsh Street	94	91%	55%	74%	94	95%	60%	79%
24 - Willow/Leland	210	88%	41%	64%	210	95%	57%	76%
25 - Maple/Highland	124	49%	36%	45%	124	52%	36%	48%
28 - Cordell	18	n/a	91%	91%	18	n/a	92%	92%
41 - Middleton	18	n/a	64%	64%	18	n/a	63%	63%
43 - Woodmont	37	n/a	81%	81%	37	n/a	64%	64%
44 - West Virginia	51	91%	38%	54%	51	93%	31%	64%
TOTAL	6,174	73%	72%	73%	6,174-7,126	75%	72%	74%
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. No data has been collected since 2011, but the numbers of private parking places in Downtown Bethesda has remained relatively steady. New development has primarily been mixed-use commercial and residential, thus making it difficult to decipher whether new parking is open to the public or reserved for residents.

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 was 20% in FY2014. The percentages of commuters taking the bus fluctuate more from year to year, from a high of 9% in FY2009 to 6% in FY2014. 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.

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

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

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

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

Biking/Walking/Teleworking

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

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

Traffic and Parking

Employers offering free or subsidized parking to employees as a “benefit” remains one of the main challenges to reducing SOV rates. BTS has worked to overcome this by convincing companies to subsidize transit at the same rate as parking, known as “parking parity.” The federal government has helped in this effort by passing the American Recovery and Reinvestment Act in February 2009 and was extended through 2011 and again through 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. In 2015, that provision was allowed to lapse and the maximum amount allowed for transit benefits was reduced to \$130 per month.

Transit benefits remain an essential part of every Bethesda area employer’s benefits package. BTS staff often hears from employers that having the Bethesda Metro Station in the center of 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 December 2015, the Consolidated Appropriations Act was signed into law, which allowed for permanent parity between the transit benefit tax exclusion and the parking benefit tax exclusion, thus raising the maximum pre-tax benefit for transit to \$255 per month. In the 2014 Annual Commuter Survey, nearly 40% of respondents indicated that they would take advantage of a pre-tax payroll deduction equal to the cost of taking transit. 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 2014 Survey, nearly 40% of respondents said that a guaranteed emergency ride home would encourage them to use an alternative form of transportation (carpool/vanpool, transit, bicycling) to get to work. Marketing an existing program such as the regional Guaranteed Ride Home program offered by Commuter Connections to Downtown Bethesda commuters would be an easy way to “tip the balance” towards alternative commuting options.

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

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Bethesda
Commuter Solutions



Walk and Ride – Early Bird Deadline Extended!

Registration for the [2013 Walk & Ride Challenge](#) has been open for a week and the competition is already looking fierce, so BTS

has decided to extend the **Early Bird Registration Deadline to AUGUST 7!**

This year, we are excited to unveil our new and improved [Walk & Ride website](#) and upgraded pedometers!

[Register](#) by **August 7** and you will receive \$10 off your team's registration fee!

To participate in the [Challenge](#), we have everyone form teams of no more than 5, give the participants pedometers, and have them compete to see which individual and which team can take the most steps between **September 8 through September 28**. Prizes are awarded throughout the three-week challenge, and the grand prizes are awarded at the end! [Click here to register your team!](#)

Each week, everyone will have a chance to win.

- **Log 25,000 steps** in a week and you are automatically entered into a random drawing for "grab bag" prizes (examples: BTS gear; gift cards to local retailers and restaurants; and more!)
- **Log 50,000 steps** in a week and you are automatically entered into a random drawing for an Amazon Kindle!
- And finally, be sure to keep a look out for weekly surprise challenges, awards or giveaways! More details coming soon.

Need help rounding up the information for your team? [Download](#) our handy registration worksheet! Still have questions? Please take a look at our [Frequently Asked Questions](#) or contact [Jennifer Zucker](#) at 301-656-0868 ext. 118.

Don't delay! Register today at <https://www.walkandride.net/districts/bethesda>.

While you're out walking in September, save the date for [Car-Free Days](#) on September 20-22, 2013! More information about this exciting event will be coming soon.

Meet Our New Advisory Committee Member: Angela Kinsella of Europ Assistance

Have you ever been traveling and needed a prescription? Or needed medical assistance? For travelers who find themselves in these types of situations, a friendly voice from back home is most certainly welcome. [Europ Assistance](#) provides that



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globally, and now, Vice President of Human Resources **Angela Kinsella** is serving on Bethesda Transportation Solutions' Advisory Committee representing Downtown Bethesda employers with more than 50 employees!

Employees of [Europ Assistance](#) benefit from a wide variety of [transit](#) benefits. According to Kinsella, 80 people take advantage of transit benefits available through their [SmarTrip](#) cards. Transportation costs can also be deducted on a pre-tax basis to cover transportation costs.

[Telework](#) is where [Europ Assistance](#) is making their mark, however. In launching their [telework](#) program, Kinsella started with the most difficult task of all: [teleworking](#) for hourly employees, "because we knew if we could make it work there, we could make it work anywhere."

They started small, with just 8 employees, last year. By the end of this year, they will have 20 teleworkers and hope to have 40 by the end of next year. Kinsella predicts that they are on track to have over 40% of their Bethesda employees working remotely over a two-year period.

"Hourly employees get the greatest benefit from not having transportation costs," says Kinsella. They are able to reallocate the time and money saved to other areas of their lives. This has resulted in increased productivity, better employee retention, and reduced attendance issues, which is especially important to a company like [Europ Assistance](#) which operates on a 24/7 basis.

Kinsella likens [Europ Assistance's](#) operational environment to that of an emergency room: there always has to be someone available to assist people calling with emergencies, so if employees are late to their shift because they are stuck in traffic, the person on duty has to stay at work until a replacement arrives. Teleworking employees do not run the risk of being in traffic, so shifts are able to change promptly and seamlessly.

In addition, Kinsella is very excited about the possibilities presented by [Capital Bikeshare's](#) move into Montgomery County. [Bikeshare](#) "maximizes the benefits of biking to work and minimizes the downsides of biking, such as maintenance and security of a bike."

As for Kinsella's goals for her tenure on the Advisory Committee, she hopes to be able to take what she learns from the committee and tailor it for her employees' needs to get them excited about getting out of their cars. She has found her enthusiasm about an event creates enthusiasm among her employees. Her enthusiasm has generated companywide interest in the upcoming [Walk & Ride Challenge](#) to make [Europ Assistance](#) a walking force to be reckoned with.



Did you know...

That the County Council will hold a public hearing on the Countywide Transit Corridors Functional Master Plan which will affect the development of the proposed [Bus Rapid Transit System](#)?

[Click here](#) for more information about the hearing.

That in addition to their collaborations with BTS on Confident City Cycling Classes, the Washington Area Bicyclist Association (WABA) holds other classes in DC and Virginia?

To see their schedule of classes, [click here](#).

That Montgomery College is hosting "Bike with Bike-Share" classes?

The course provides a tutorial on using the bike share system, instruction on map reading and the fundamentals of riding a bicycle. [Click here for more information](#) (Click "Transportation Safety," then "Bicycle Safety").

That you can register your bike with Metro Police, which will help them in the identification and recovery of your bike, in the event it is stolen from a Metro station?

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[More information here.](#)

Commuter Spotlight: Alexandru Ionita of Brivo Systems

One sunny July morning, your Commuter Solutions Newsletter editor looked out her window and saw a bicyclist locking his bike to a rack. It was a rare event, as the biker was attired not in "typical" biking gear, but in his work clothes. Your editor did what anyone would do: run down the hall and outside to see if he would allow his photo to be taken.



The biker's name is Alexandru Ionita and he works at [Brivo Systems](#) in Downtown Bethesda. [Brivo](#) provides security access systems to many buildings in the area.

Ionita lives two miles from his office. He previously worked in downtown Washington and rode his [bike](#) to the [Bethesda Metro Station](#) each day, but when he began searching for another job, he specifically looked in Downtown Bethesda because it was close to his home. His company provides him with a [bike](#) benefit of \$20 per month to help with bike maintenance costs (read more about this benefit [here](#)).

He rides on a combination of streets (both Old Georgetown Road and side streets) as well as the trails around his house. He also uses the GPS function on his phone to guide him to the most efficient route.

He has only been [biking to work](#) for two weeks, but is already seeing a positive impact on his life. Ionita reports that his bike commute enables him to "clear my mind" and is very "relaxing for me." Biking is also faster than driving for Ionita because "you are in constant movement, so my timing is more consistent."



Crosswalk Improvement - Just In Time for Walk & Ride!

The Montgomery County Department of Transportation has relocated an unsignaled, midblock crosswalk from the North side of the intersection of Woodmont and Fairmont Avenues to a newly constructed island, or pedestrian refuge in the middle of the street.

For more information about this project, go to [BethesdaNow](#).

Bethesda, Gaithersburg, Named "America's Safest, Most Secure Places to Live"

[Forbes.com](#) recently reported that Bethesda and Gaithersburg ranked number one in a top ten list of large metro areas.

The criteria on which the ranking was based included economic stability, crime statistics, extreme weather, risk of natural disasters, housing depreciation, foreclosures, air quality, environmental hazards, life expectancy, motor vehicle fatalities and employment numbers.

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



Bethesda
COMMUTER SOLUTIONS

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Bike to Work Day 2014

There's no other way to say it: Mother Nature tested the resolve of the DC-Metro area's bicyclists with pouring rain, flooding, and wind the morning of Bike to Work Day.

In spite of her best efforts to deter them, Downtown Bethesda had 160 brave folks check in at the Pit Stop!

We had plenty of food and prizes, but, most importantly, we had shelter from the rain in the Capital Crescent Trail tunnel and we had hot coffee provided by [Abt Associates](#).

Several elected officials braved the storm to speak to the cyclists gathered, including our returning emcee, **Maryland State Delegate Ariana Kelly!**

This year's program included Proclamations from the State Comptroller, Montgomery County and the State of Maryland. The complete list of speakers included:

- **Maryland State Comptroller Peter Franchot**
- **Maryland State Delegate Susan Lee**
- **William Hwang, Deputy Assistant Secretary for Transportation Policy and Freight, Maryland Department of Transportation**

T-Shirts

If you were not able to ride to the Pit Stop, **you can still pick up a t-shirt!** Sizes available are Small, Medium, Large, and Extra Large while supplies last. Come into our office and ask Allison in the front office for your preferred size.



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

Grand Prize Winner

The winner is the Trek bike donated by [Griffin Cycle](#) was **Ken Wood!** Ken works in Downtown Bethesda at Strosniders Hardware. His response when he found out he won: "I knew there was a reason I was riding in the rain!"

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Thank You To Our Sponsors and Event Partners and Volunteers!

This event could never be so successful without the support and involvement of our local business community. Special thanks to the following sponsors and partners: [Abt Associates](#), [All Fired Up](#), [Bethesda Bagels](#), [Bethesda Blues and Jazz Supper Club](#), [Bethesda-Chevy Chase Chamber of Commerce](#), [Bethesda Court Hotel](#), [Best Buddies Challenge](#), [Brickside](#), [City Bikes](#), [City Sports](#), [Coalition for the Capital Crescent Trail](#), [Cystic Fibrosis Foundation Cycle for Life](#), [DC Green Festival](#), [DrinkMore Water](#), [Equinox Fitness Clubs](#), [Fitness Together](#), [Georgetown Running Company](#), [Griffin Cycle](#), [Hilton Garden Inn](#), [Honest Tea](#), [ING](#), [Leukemia and Lymphoma Society Team in Training](#), [National Multiple Sclerosis Society Bike MS](#), [Montgomery County Police](#), [Original Pancake House](#), [Pizza Tempo](#), [Rails to Trails](#), [REI](#), [Spring Mill Bread Co.](#), [Unity Woods Yoga](#), [Whole Foods](#), [YMCA – Bethesda](#)

Special thanks to our all-weather volunteers, who gamely put on their fishing waders and helped our event run so smoothly.



IMPORTANT: Cedar Lane to Close June 6

Cedar Lane will be closed between Rockville Pike (MD-355/Wisconsin Avenue) and Elmhurst Parkway starting on June 6, 2014.

During this time, the Maryland State Highway Administration will be working to replace aging pipes underneath Cedar Lane within the work zone. Crews will be taking advantage of the closure to construct a new entrance at the Stone Ridge School of the Sacred Heart, as well as installing a new signal at the entrance.

Cedar Lane is expected to reopen in the latter half of August, 2014. Until then, traffic will be detoured to Strathmore Avenue (MD-547/Knowles Avenue) and Summit Avenue. The [Ride On Route 34 bus](#) will also be detoured ([click here to see a map](#)).

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

The project is part of the State's continued road improvement projects in wake of the Navel Medical Center/Walter Reed merger. You can follow breaking news about Montgomery County BRAC on [Twitter](#) at [@BracMoCoMD](#). In addition, you can get all the details on the County's BRAC website at www.montgomerycountymd.gov/BRAC.

Commuter Spotlights: Bike Spirit Award Winners Holly Chase and Rod Hannon

At Bike to Work Day, Delegate Kelly presented Bethesda's 10th Annual Bicycle Commuter Spirit Awards. This year's winners were **Holly Chase** and **Rod Hannon**.

Holly Chase has been biking to her job in Downtown Bethesda from Tenleytown for the past two and ½ years. Her commute is just over two miles one-way and takes about 10 minutes. Most of that ride takes place along Wisconsin Avenue, which can be a challenge. Holly rides in the rain and cold weather, and on days she doesn't bike home, she runs home.

Rod Hannon starts his bike commute in Takoma Park and parks his bike at a spot provided by his employer, Boston Consulting Group in Downtown Bethesda. His ride, which he has been doing for at least 12 years, is about eight miles, which takes him about 35 minutes to bike. It is worth noting that it would



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take him nearly an hour to drive to Bethesda during rush hour. Rod bikes year-around at least three times a week, and he usually beats his co-workers to the office!

2014 Commuter Survey Closed

Thank you to the more than 700 people who took part in the County's Commuter Survey! Your responses will go a long way in helping shape our transportation future.

BTS would especially like to thank the following companies, who earned the ten highest response rates:

- **American Gastroenterological Association**
- **Bethesda Urban Partnership**
- **BF Saul Company**
- **Boston Consulting Group**
- **CBIZ**
- **Eagle Bank**
- **Maple Life Financial**
- **Pasternak and Fidis**
- **The Children's Inn**
- **Woodmont Grill**

Thanks again!

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



Bethesda
COMMUTER SOLUTIONS

A Selection of BTS Newsletters from FY14 - FY15

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Bethesda
Commuter Solutions



Walk & Ride 2014

We are excited to announce the winners for Week 3 and the Grand Prizes for the 2014 [Walk & Ride Challenge](#). A huge thank you to ALL participants and our sponsors:

- [Bradley Food & Beverage](#)
- [Mooers Immigration](#)
- [Pizza Pass](#)
- [S.S. Papadopoulos and Associates, Inc.](#)
- [The Original Pancake House](#)

Grand Prize Winners!

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

- **First Place: The Original Pancake House!**
 - The team from The Original Pancake House walked an average of 273,814 steps over the 3-week period.
 - Each team member will receive a prize package including a \$125 gift card to Amazon!
 - The whole team will receive a gift basket generously donated by [Bradley Food & Beverage](#) worth \$125!
- **Second Place: The Soup-A-Stars from HDR, Inc.!**
 - The members of the Soup-A-Stars walked an average of 270,216 steps over the 3-week period.
 - Each team member will receive a prize package including a \$75 gift card to Amazon!
- **Third Place: Chips and Walkamole from the American Society of Health-System Pharmacists!**
 - The members of Chips and Walkamole walked an average of 259,275 steps over the 3-week period.
 - Each team member will receive a prize package including a \$50 gift card to Amazon!

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

Congratulations to our Top Three Winning Teams!

Walking Challenge Winners

Metro Escalator Installation

The [Washington Metropolitan Transit Authority](#) (WMATA) plans to start installing new escalators at the Bethesda Metro Station in early October. The escalators will be replaced one at a time. Read the full press release from WMATA [here](#).



A Car-Free September

In addition to the [Walk & Ride Challenge](#), employees working in Downtown Bethesda had two other opportunities to find a better way to work: BTS teamed up with the [Washington Area Bicyclist Association](#) (WABA) to hold a Confident City Cycling Class on September 21. [Car Free Day](#) was held on Monday, September 22. BTS was outside of the Bethesda Metro Station thanking commuters for taking transit and handing out prizes! Nearly 5,000 people pledged to go car free for one day. See photos of both of these great events [here](#)!

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Each week we award a prize to two people who walked between 25,000 and 49,000 steps and one person who walked 50,000 or more steps. Week 3 prizes: for the 25,000+ category, two lucky winners will receive a \$25 gift card for a Bethesda restaurant; for the 50,000+ category, a gift card for a brand new Kindle! Week 3 Walking Challenge winners, chosen randomly, are....!

- Walking between 25,000 and 49,999 steps: **Lucia Rossel of the Lerch Early Terra Risers** and **Josh Richards of team First Potomac**.

Walking greater than 50,000 steps: **Reema Qadri of the Abt Ladies**.



Three Day Challenge Winner

For the final week of the [Walk & Ride Challenge](#), we asked all drive-alone commuters to try an alternative mode for at least 3 days. We were excited to see all the submissions, but could only choose one winner.

And the winner of the 3-Day Challenge is...!

- **Kathy Smolley of the KVS Yellow JAKTS**

(pictured).

- Kathy wins a great prize package of gift cards to several Bethesda retailers.
- Kathy took transit three days last week, including Car Free Day!
 - "Metro was fun - so much more peaceful than driving in rush hour traffic."

Facebook Challenge Winner

Also in the final week of the [Walk & Ride Challenge](#), we asked the participants to "like" us on Facebook and leave us a comment about your [Walk & Ride Experience](#). The names of folks entering comments were entered into a random drawing

And the winner of a gift card to California Tortilla is...

- **Julie Vandeman of the Red Hot Chili Steppers!**

Congrats Winners!

Please contact Jennifer Zucker at jzucker@bethesda.org to find out how to collect your prizes.

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

[Click here to take the survey.](#)

The deadline for completing the survey is noon Monday, October 6!

Thanks again for participating!



Bethesda Circulator Challenge Winners

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

The winners of a package of gift cards to Bethesda area retailers are...!

- **Ariel Aquino of the Walkers**, along with his coworkers **Danny** and **Valeria**

Katie Shugars
and **Lynn Smith of the**
#W-I-N-N-E-R-S

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A Selection of BTS Newsletters from FY14 - FY15

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Ready...Set...BIKE!

[Registration](#) for [Bike to Work Day](#) 2015 has been open for a month, and BTS has been hard at work creating a wonderful Pit Stop for Downtown Bethesda, and arranging for sunny weather (you're welcome)!

We'll have DJ entertainment, state and local dignitaries, tons of raffle prizes and giveaways, bike maintenance checks, and plenty of food and drink to fuel your commute.

Bethesda Pit Stop Details

Date: Friday, May 15

Time: 6:30 - 8:30am

Location: at Reed Street (corner of Woodmont Ave & Bethesda Ave, along the Capital Crescent Trail) [Click here for a map](#)

Be one of the first 14,000 registrants in attendance and be guaranteed a **FREE** Bike to Work Day t-shirt! The first 100 registrants to check in at the Downtown Bethesda Pit Stop will receive a **FREE** gift!

New Contests in Downtown Bethesda!

Employer Challenge

[Register](#) for [Downtown Bethesda's Bike to Work Day Pit Stop](#) with at least 3 of your co-workers and ride to the [Downtown Bethesda Pit Stop](#). Upon your arrival and check in, find a BTS volunteer and have your photo taken together. Each member of qualifying groups will receive a prize!

Photo Challenge

Take a photo of yourself commuting to the [Downtown Bethesda Pit Stop](#), or having fun at the [Downtown Bethesda Pit Stop](#) and post it on Twitter, Instagram, or Facebook with the hashtag **#IBikeBethesda**. You will be entered into a drawing for a great prize!

Other BTS Bike Month Events

There are lots of ways to get to Downtown Bethesda by bike. Why not let BTS and the [Washington Area Bicyclists Association](#) (WABA) help you discover them on our **Bethesda Educational Ride!** We will be meeting up at the Bethesda Metro Station on **Wednesday, May 6** at 6:30 pm to ride along the Bethesda Trolley Trail, as well as the Georgetown Branch Trail. [Click here for more](#)



Link Up With Other Riders

If you're a first time rider and don't want to go it alone, you can link up with a [convoy](#) and ride with a leader (pictured above) or [find a ride buddy!](#)



Win a New Bike!

The grand prize in the raffle at our pit stop is a brand new bike from [Griffin Cycle!](#)



Bike Spirit Awards

BTS recognizes someone who is committed to biking to work in [Downtown Bethesda](#), like Wayne Ctvrtnik (pictured above) with a [Bike Spirit Award](#). [Click here](#) to nominate yourself or a co-worker!

A Selection of BTS Newsletters from FY14 - FY15

April 2015 - Page 2

[information and to register for the ride!](#)

On **Friday, May 8**, BTS staff will be having **Breakfast on the Capital Crescent Trail!** Stop by for **FREE** snacks, coffee, and biking information. You can even [register](#) for [Bike to Work Day!](#) We will be at the rest area near the head of the trail by Bethesda Avenue from 7:00-9:00 am.

Stop by **Veteran's Park** on Tuesday, May 12 from 11:30-1:30 for bike information, **FREE** snacks, and to [register](#) for the main event - [Bike to Work Day!](#)



Earth Week in Downtown Bethesda

BTS Staff was invited to attend two Earth Day events in building lobbies. At these two events, BTS rock stars Tom and Allison helped nearly 100 people to find a "Better Way to Work!" Great job!

BTS also attended the [Bethesda-Chevy Chase Chamber of Commerce](#) Big Event held at Pike & Rose in North Bethesda. We were able to connect with several Downtown Bethesda employers to discuss how encouraging employees to drive less can save them money! We gave away lots of prizes, including gift baskets like the one won by Gwen Lincoln (pictured), Sales and Marketing Associate at The Metropolitan!

On April 25, BTS, in cooperation with [Montgomery County Commuter Services](#) and [WABA](#) hosted a Confident City Cycling Class. Despite the chilly weather, several cyclists attended the class. We hope to see them again at [Bike to Work Day!](#)



Bikeshare Price Increase

Starting on May 1, 2015, the price to rent a Capital Bikeshare bike and for membership will increase for the first time in the program's 5-year history. [Click here for more information.](#)

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Bethesda
Commuter Solutions

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Bethesda
Commuter Solutions



New Metro Cars Make Their Red Line Debut!

On June 8, two new 7000-series railcars passed through the Bethesda Station for the first time. The new trains were introduced earlier this year on the Blue Line and were designed with lots of input from commuters, right down to having them test the seats!

Other new features include:

- Six different station destination signs, including two dynamic LCD route maps and four video screens in each car
- LCD map displays to allow customers to easily track their location
- LED screens that provide current and upcoming station information
- Improved seats that provide more knee room and better lumbar support
- Wider aisles to facilitate movement within the car
- Additional space near the doors for standees and wheelchairs
- Resilient nonslip flooring, rather than carpet
- High-tech automated public address systems
- Closed circuit cameras for added safety and security
- More reliable door systems using proven technology
- Added handholds in the door area and vertical poles added at each seat

Have you ridden in the new train cars? Let us know about your experience by emailing [Jennifer Zucker](mailto:Jennifer.Zucker@btsolutions.com)



Calling all Bike Friendly Businesses!

If your business or employer encourages you or your customers to ride, take a look at the Bike Friendly Business certification program from the [League of American Bicyclists](http://www.leagueofamericanbicyclists.org)! The deadline for applications is **July 15, 2015**. [Click here for details!](#)



Capital Crescent Trail Reopens

The Capital Crescent Trail at Woodmont and Bethesda Avenues has undergone many changes in recent years, but the work is nearly done and it has reopened! This improved portion of the trail is now 4 feet wider boasts a bike drop off on Woodmont Avenue! [Click here for more information.](#)

A Selection of BTS Newsletters from FY14 - FY15

June 2015- Page 2



Commuter Spotlight: Bike Spirit Award Winner Morris Klein

Morris Klein was nominated for our Bike Commuter Spirit Award by his daughter, Marnie and was presented with the award at Bike to Work Day last month ([see event photos here!](#))

Marnie says that Morris has biked his entire adult life, even in winter in the cold and dark. He has biked to

his office in Downtown Bethesda since 1996 and uses the Capital Crescent Trail for part of his travel route. Morris doesn't just bike to work, though. He bikes all around the region and motivates his daughter, Marnie, to do so as well, often meeting up with her on the Capital Crescent Trail. Marnie says that biking has given Morris expert endurance, helping him to maintain the same energy and mobility he enjoyed decades ago! She says that her dad is over sixty years old and he's still extremely active on his bike, with great endurance as well. He is also an expert navigator, knowing every trail in the area! Morris says that it's important to wear layers for warmth, use lights and a helmet for safety, and keep your bike's fenders clean. Congratulations, Morris!



Summer Trail Maintenance: Know Before You Go

Summer is a great time to ride or walk to work on one of our region's wonderful trails. It's also a great time to maintain those wonderful trails. To keep you in the know, the Park and Planning Commission has placed trail work notices on their website.

[Click here to see current and upcoming projects!](#)

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Appendix B

Other Advertising and Outreach Efforts

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



The above photo shows the Bike to Work Day 2014 banner from Commuter Connections hanging on the balcony at Barnes and Noble at the corner of Bethesda and Woodmont Avenues. The banner hangs on the balcony for about one month prior to the event each year. At right is a close-up of the Bike to Work Day 2014 banner.

BTS advertisement in the 2014 Bethesda-Chevy Chase Chamber of Commerce Directory.

Banner used to advertise the Walk and Ride Challenge in 2014. The banner was is hung at Commuter Events.

Appendix C

Press and Media Coverage



BETHESDA BEAT

Walk & Ride Challenges Bethesda Companies To Ditch Car Commuting

FROM BETHESDA NOW - BY AARON KRAUT

also receive team prizes. About 300 Bethesda-based employees participate in the event each year. The concept has spread to North Bethesda, Silver Spring, Friendship Heights and Shady Grove in the Gaithersburg area. Bethesda Transportation Solutions, a division of BUP, is trying to increase the amount of Bethesda commuters who use transportation modes other than single-occupancy vehicles. County surveys consistently put the percentage of Bethesda commuters carpooling or using other transportation options around 36 percent. Registration for the event is open today, with early bird rates until the end of the month. For more information, or to register, visit the [website](#).

City Cycling Class Free To Bikeshare Members

FROM BETHESDA NOW - BY AARON KRAUT

Published: 2014.03.24 01:30

The Washington Area Bicyclists Association and Bethesda Transportation Solutions are again hosting city cycling classes for those who want more confidence biking on busy Bethesda roads.



Class To Tour Downtown Bethesda By Bicycle^t

FROM BETHESDA NOW - BY AARON KRAUT

Published: 2015.04.23 10:05

WABA, in conjunction with Bethesda Transportation Solutions, is also hosting another of its Confident City Cycling classes on April 25, from 11 a.m.-2 p.m. at the Bethesda-Chevy Chase Rescue Squad (5020 Battery Lane).

How Would You Improve Circulator Bus?

FROM BETHESDA NOW - BY AARON KRAUT

Published: 2014.02.07 01:00

The folks at the Bethesda Urban Partnership are asking how well the Bethesda Circulator bus is working for you.

In an online survey, BUP and its division of Bethesda Transportation Solutions ask basic questions -- such as how often survey-takers take the free shuttle and if it feels convenient.



Press and Media Coverage

P Bethesda-Chevy Chase **Patch**

Bethesda Transportation Solutions to Offer Bike Classes

First event will be held April 25.

Bethesda-Chevy Chase, MD

[Shared by Bethesda Transportation Solutions](#) via
Facebook

Want to bike but feeling a bit rusty after our long winter? Take one of our bike classes! BTS is hosting classes in partnership with the Washington Area Bicyclist Association (WABA) and Montgomery County Commuter Services. Join us on Saturday, April 25 at the B-CC Rescue Squad at 5020 Battery Lane from 11-2 for a Confident City Cycling Class. Or you can meet us at the Bethesda Metro Station at 6:30 PM for an Educational Ride! For more information and to register, [go here](#).

Go Montgomery

News and information about transportation, including roads, transit, hiker-biker trails and pedestrian safety.

MONDAY, JULY 29, 2013

Register for Bethesda Transportation Solutions' Walk and Ride Challenge

This year's **Bethesda Transportation Solutions' (BTS)** Annual Walk and Ride Challenge will be held September 8-28. Open to all downtown Bethesda-based companies and their employees, the Challenge encourages participants to form teams and incorporate walking into their daily commuting routine.

Participants will be entered into a drawing for prizes.

See BTS' website for more details and to register for the Challenge.

at 4:46 PM      Recommend this on Google

Labels: Calendar

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.

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

Traffic Mitigation Plans & Annual Reports – Examples

Traffic Mitigation Plan - Page 3

TRAFFIC MITIGATION PLAN WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
13.	Provision of car sharing space in highly visible location within on-site parking facility.	Car sharing entails the use of a service such as 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

Annual Report - Page 1

TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

Company/Organization: _____

Address: _____

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

Submitted by: _____ Title: _____

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

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/traffictimigationpublic/>

Traffic Mitigation Plans & Annual Reports – Examples

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TRAFFIC MITIGATION ANNUAL REPORT WORKSHEET

	<u>Traffic Mitigation Strategy</u>	<u>Employer Description</u>
24.	<u>Ozone Action Days</u> participation (regional program to alert people to dangerous air quality days)	<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

2014 Annual Commuter Survey - Page 1



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

This survey will take about 5 minutes to complete. Employees who complete the survey will be entered into weekly prize drawings for multiple \$25 gift cards and a final drawing for a \$500 gift card Grand Prize (unless prohibited by your employer). **PLEASE RETURN THIS SURVEY WITHIN ONE WEEK TO THE PERSON WHO GAVE IT TO YOU, OR FOLLOW OTHER DIRECTIONS YOUR EMPLOYER PROVIDES REGARDING HOW TO RETURN THE SURVEY.**
If you have any questions about the survey, please call us at 240-777-8380.

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

*Sandra L. Brecher, Chief, Commuter Services Section
Division of Transit Services, Montgomery County Department of Transportation*

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

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

2 What is your home Zip Code? _____

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

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

- 5 Which of the following best reflects your usual work schedule, as assigned by your employer? If you have more than one job, answer for your job at this location. Include days you telework, but if you sometimes work at home or in the office on weekends and this is not required in your assigned work schedule, please exclude these days.
- Standard five days per week schedule (35 or more hours)
 - 9 days over 2 weeks, total of 80 hours (9/80 compressed schedule)
 - Four 10-hour days per week, 40 hours (4/40 compressed schedule)
 - Three 12-hour days per week, 36 hours (3/36 compressed schedule)
 - Part-time schedule, less than 35 hours per week
 - Work 6 days per week
 - Work 7 days per week
 - Other schedule (SPECIFY) _____

2014 Annual Commuter Survey - Page 2

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

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

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

	(Check one Button in Each Column)						
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Drive alone in a car, truck, van, or SUV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive myself and others (carpool or vanpool driver)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride with others (carpool or vanpool rider)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Ride-On bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Metrobus or commuter bus (e.g., Eyre, Dillon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take Metrorail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take MARC, VRE, or AMTRAK commuter train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk or bicycle (entire trip to work)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compressed schedule (e.g., 9/80, 4/40, 3/36) day off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular day off (not compressed schedule)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telework (e.g., work at home or telework center all day)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work at client/customer site or business travel all day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

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

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

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

No charge, I park or would park for free
 \$ _____ per: day / month (circle one) Don't know

2014 Annual Commuter Survey - Page 3

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

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

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

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

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

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

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

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

2014 Annual Commuter Survey - Page 4

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

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

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

Thank you for completing the survey!

Employees who complete the survey will be entered into weekly prize drawings for multiple \$25 gift cards and a Grand Prize of a \$500 gift card from Montgomery County Commuter Services.

To enter the drawings, provide your name and a phone number below. Your responses on the survey are confidential and will NOT be linked to information you provide for the prize drawings.

Name _____ Phone number _____

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

Email address _____

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

Name _____

Home Address _____
NUMBER STREET APT. NO.

CITY STATE ZIP

Work Phone Number _____ **Work email** _____

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

Transit options Guaranteed Ride Home Bicycling Bikeshare Telework Other _____

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

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

2014 Commuter Survey Results

Question 2. Arrival & Departure Times

Work Arrival Time	
Before 6:00am:	2%
6:00am hour:	7%
7:00am hour:	21%
8:00am hour:	42%
9:00am hour:	21%
10:00am or later:	6%

Work Departure Time	
Before 3:00pm:	4%
3:00pm hour:	5%
4:00pm hour:	13%
5:00pm hour:	40%
6:00pm hour:	25%
7:00pm or later:	13%

Peak Period Commuting (7:00am - 8:59am)	
Peak Period Commuter	63%
Off Peak Period Commuter	37%

Question 3. Weekly Modal Split

2014 Mode Share - AM Peak Period by 15 Minute Intervals						
Time	Drove Alone	Carpool/ Vanpool	Bus/Rail	Walked/Biked	Other	Total
6:00 - 6:14	84%	10%	6%	0%	0%	100%
6:15 - 6:29	60%	0%	40%	0%	0%	100%
6:30 - 6:44	64%	19%	17%	0%	0%	100%
6:45 - 6:59	80%	18%	2%	0%	0%	100%
7:00 - 7:14	75%	6%	17%	2%	0%	100%
7:15 - 7:29	77%	0%	23%	0%	0%	100%
7:30 - 7:44	63%	6%	29%	2%	0%	100%
7:45 - 7:59	60%	3%	34%	3%	0%	100%
8:00 - 8:14	62%	6%	27%	4%	0%	100%
8:15 - 8:29	65%	4%	29%	3%	0%	100%
8:30 - 8:44	63%	4%	28%	5%	0%	100%
8:45 - 8:59	63%	7%	24%	6%	0%	100%
9:00 - 9:14	55%	6%	33%	6%	0%	100%
9:15 - 9:29	75%	3%	16%	6%	0%	100%
9:30 - 9:44	75%	9%	13%	3%	0%	100%
9:45 - 9:59	71%	0%	29%	0%	0%	100%
AVERAGE	68%	6%	23%	3%	%	100%

2014 Commuter Survey Results

Question 3. - Continued

Overall Weekly Modal Split

Commute Mode	Mode Share
Drove alone	64%
CP/VP driver	4%
CP/VP rider	2%
Bus	6%
Train	18%
Walked /bicycled	4%
Compressed Work Schedule Day Off	0%
Telework	3%
Other	0%

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

Commute Mode	Mode Share
Drove alone	61%
CP/VP driver	4%
CP/VP rider	1%
Bus	6%
Train	21%
Walked /bicycled	5%
Compressed Work Schedule Day Off	0%
Telework	2%
Other	0%

Question 4. Average Carpool/Vanpool Occupancy

	Count	Mean	Median
# of people in CP or VP in past week	54	2.24	2.0

Question 6. Home County & State Analysis

	Percent
Montgomery County	49%
District of Columbia	14%
Virginia	16%
Other Maryland	19%
Other States	1%

2014 Commuter Survey Results

Question 7. Travel Distance and Travel Time

	Mean	Median	Range
Q7. Travel Distance (in miles)	16	12	86
Q7a. Travel Time (in minutes)	44	40	177

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	60%
	In a public lot/garage off-site	31%
	On the street	<1%
	Other	1%
	Don't know	7%

		Percent
Q8a. How much do you pay to park?	I do NOT pay to park	25%
	I pay to park	57%
	Average Parking Charge per Month	\$142.60

Question 9. Commute Expense Reimbursement

		Percent
Q9. Does your employer offer to help pay the cost of commuting by transit or vanpool?	Yes	38%
	No	33%
	No Answer/Don't know	29%

		Percent
Q9a. If you receive a transit benefit and/or vanpool benefit, how much benefit do you typically receive per month?	\$0 - I don't receive the benefit	36%
	I receive the transit/vanpool benefit amount	35%
	Average amount received monthly	\$98.99
	No Answer/Don't know	29%

2014 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/vanpool?	Yes	42%
	No	20%
	No Answer/Don't know	38%

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	6%	13%	69%	6%	12%
Free Parking for carpool or vanpool	11%	16%	62%	7%	12%
Monthly payment/reimbursement for vanpools	15%	16%	58%	>1%	11%
Monthly payment/reimbursement for transit	33%	13%	39%	22%	15%
Pre-tax payroll deduction for transit	22%	17%	44%	20%	17%
Pre-tax payroll deduction for vanpools	11%	14%	62%	1%	13%
Guaranteed Ride Home for carpool, vanpool, or transit	21%	19%	48%	36%	12%
Route/Schedule information for transit	15%	12%	55%	21%	17%
\$20 monthly subsidy to bicycle to work	13%	9%	67%	4%	11%
Secure locker or other storage for bicycle	13%	8%	66%	4%	13%
Bus stop located within 5 minutes of home/work	16%	15%	52%	20%	17%
Free/discounted membership to Capital Bikeshare	12%	9%	68%	4%	12%
Access to carshare vehicles for trips during workday	13%	16%	60%	37%	11%

2014 Survey - Employer and Employee Response Rate

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
3E Company	25	1	4%
Abt Associates	244	1	0%
Acacia Group	40	0	0%
American Capital Strategies	200	0	0%
American Gastroenterological Association	84	51	61%
American Society of Health-System Pharmacists	187	6	3%
BDO Seidman, LLP	118	0	0%
Bethesda-Chevy Chase High School	76	0	0%
Bethesda Urban Partnership	34	11	32%
BF Saul	314	106	34%
Bond Beebe	85	0	0%
Boston Consulting Group	185	51	28%
Bregman, Berbert, Schwartz & Gilday, LLC	36	0	0%
Bureau of National Affairs	400	0	0%
CBIZ MHM LLC	46	14	30%
Chevy Chase Acura Nissan	134	13	10%
Clark Construction Group	2,010	205	10%
CohnReznick Group	469	2	0%
Consumer Product Safety Commission	345	1	0%
Councilor, Buchanan and Mitchell	43	3	7%
CW Capital	200	0	0%
Development Alternatives	285	12	4%
Development Services Group	285	0	0%
Doubletree Hotel	140	0	0%
Eagle Bank	316	68	22%
EuroMotor Cars	235	5	2%
Europ Assistance	160	28	18%
EYA, LLC	69	0	0%
First Financial Group	100	0	0%
GetWellNetwork, Inc.	60	0	0%
Health Affairs/Project Hope	40	0	0%

2014 Survey - Employer and Employee Response Rate
Continued

Employer / Company Name	Total # of Employees	Surveys Returned	Percent Returned
Hyatt Hotels and Resorts	206	3	1%
Imagination Stage	194	23	12%
International Baccalaureate	84	0	0%
MarketBridge	72	0	0%
Maple Life Financial	66	32	48%
Merrill Lynch	33	0	0%
Morgan Stanley Citi Smith Barney	100	0	0%
Ourisman Honda	138	0	0%
Pasternak and Fidis	34	23	68%
Print1	25	3	12%
Proquest/Cambridge Information Group	100	1	1%
Realty Mgmt. Services (Ross Development)	82	13	16%
Regardie, Brooks & Lewis	25	0	0%
Shugoll Research, Inc.	116	18	16%
The Ezra Companies	50	0	0%
The Mergis Group	30	0	0%
University Research Company	95	0	0%
Vanguard Realty	86	0	0%
Weaver Brothers Insurance Association	32	0	0%
Wells Fargo Advisors	32	0	0%
Woodmont Grill	110	19	17%
Totals	8,675	713	8%

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

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
Abt Associates	X	X	X	
Acacia	X			
American Capital Strategies	X	X		
ASHP	X			
Automotive Aftermarket Industry Association	X			
Barnes & Noble	X			
Benjamin Schlesinger and Associates, LLC	X	X		
Bethesda Sport & Health	X			
Bethesda Urban Partnership	X	X	X	
BF Saul & Co.	X	X	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			
Development Alternatives Inc	X	X		
DoubleTree	X			
Editorial Projects in Education	X	X		
ESI	X			
Euro MotorCars	X			
Europ Assistance	X			
EYA, LLC	X			
Fixation Marketing	X			
Futron	X			

Bethesda Companies with Bicycle Amenities
Continued

Company	On-site Bike Parking	Showers	Lockers	Bicycle Subsidy
GE Healthcare	X	X	X	
Giant Food	X			
GTM Architects	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	X	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	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			

Appendix G Map of Bike Rack Locations in Downtown Bethesda



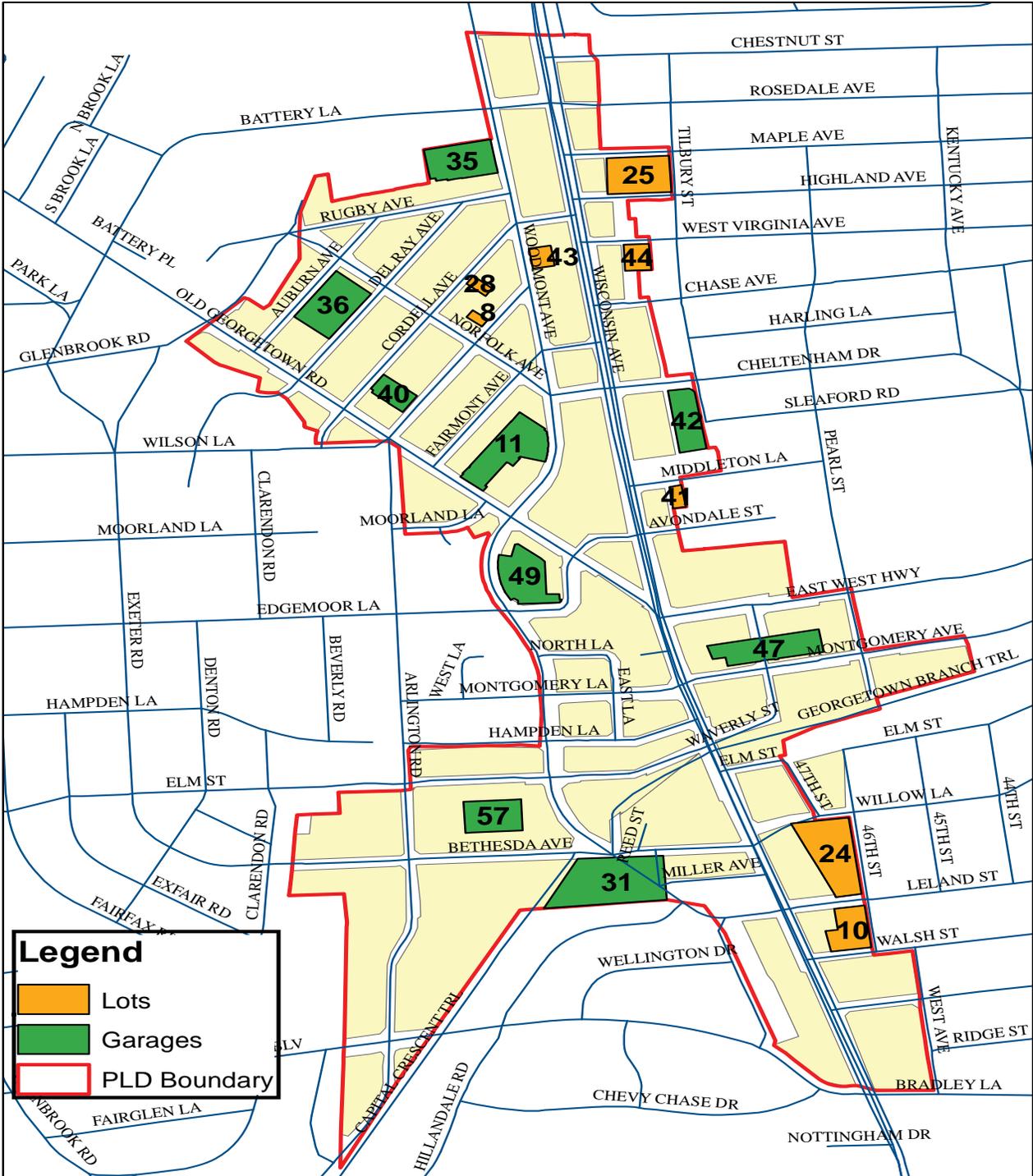
Appendix H Bethesda Crosswalk Inventory



Appendix I Bethesda Parking Facility Map

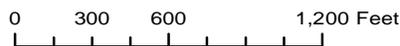


Bethesda Parking Lot District



Legend

- Lots
- Garages
- PLD Boundary



Montgomery County Maryland
Parking Management
Planning & Project Development Section



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