



**MONTGOMERY COUNTY PLANNING DEPARTMENT**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB  
January 29, 2009  
Item # \_\_\_\_\_

January 23, 2009

**MEMORANDUM**

TO: Montgomery County Planning Board

FROM: Charles S. Kines, MOVE/Transportation Planning Division  
Daniel K. Hardy, MOVE/Transportation Planning Division *DKH*

RE: Briefing on OLO Report 2009-6 continued from January 22, 2009  
Transportation Demand Management Implementation, Funding, and Governance  
Addendum #1

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**Recommendation:** Transmit comments to County Council

Staff prepared the attached draft Chairman's correspondence in response to the Planning Board discussion of the referenced OLO Report on January 22, 2009. The staff packet for the January 22 briefing is available at:

<http://montgomeryplanningboard.org/agenda/2009/documents/olokines01222009.pdf>



**MONTGOMERY COUNTY PLANNING BOARD**  
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

**OFFICE OF THE CHAIRMAN**

January 29, 2009

Mike Knapp, Chair of Planning, Housing & Economic Development (PHED)  
Nancy Floreen, Chair of Transportation, Infrastructure, Energy & Environment (T&E)  
Montgomery County Council  
100 Maryland Avenue  
Rockville, MD 20850

Dear Mr. Knapp and Ms. Floreen:

During its regularly scheduled meeting on January 22, 2009, the Planning Board received a briefing from our transportation planning staff on the Office of Legislative Oversight's Report 2009-6, Transportation Demand Management: Implementation, Funding and Governance. Aron Trombka and Jennifer Renkema, the report's authors, also participated in our discussion.

The report is comprehensive and accurately describes the various programs that influence travel behavior. The report also highlights potential conflicts in County policy that cause some programs to be at cross-purposes with reducing travel demand. However, the Board feels the report does not go far enough in its scope, analysis and recommendations.

The County is in the midst of a paradigm shift in transportation planning and policymaking in response to current economic and ecological realities. We need to create a more sustainable County by realigning our scarce fiscal resources to reduce greenhouse gas emissions and provide more efficient travel options while discouraging and de-incentivizing single-occupant vehicle travel. The OLO report recommends that we better document how effective we are in meeting our current TDM goals. We believe a more important concern is identifying what barriers are preventing the County from being more progressive and effective in terms of sustainable transportation. Why aren't more people taking transit, biking, walking, teleworking and the like?

This OLO report shows we are on the right track, but it's time to take transportation policy in Montgomery County to the next level, to lead the state-of-the-practice in sustainable transportation policy by not only incentivizing alternative transportation options, but also reducing subsidies to automobile travel, and eliminating the institutional and economic barriers to achieve long-lasting change.

Some challenges and problems can be addressed quickly and at little cost while others will require more time and resources to both research and implement. The Planning Board can help the County Council sort through these issues, which will be discussed this spring during the next Growth Policy (including the 2009 Highway Mobility Report), the new Climate Protection Plan and the overhaul of the Zoning Ordinance. This dialogue should include:

- A gap analysis of information/data needs to measure the performance of our transportation infrastructure and services (including streets and sidewalks, bikeways,

parking, transit services, and TDM programs). Our existing sources of data; including travel behavior information from the census, MWCOG, the Planning Department, and the Executive Branch; all serve independent purposes but should be linked to the extent possible to avoid recreating the wheel.

- Ensuring that all our planning initiatives are working in concert so that performance measures can be accurately compared across different projects and geographies. The Executive's CountyStat indicators program is a useful starting point for coordination and outcome measurement, but demonstrates that a lowest-common denominator reporting approach does not provide insight to program-specific causes and effects.
- Effectively using behavioral data to break down the attitudinal barriers that prevent more residents and workers from using alternative transportation modes.
- And finally, defining appropriate timeframes (perhaps triennial) that link data collection, analysis, and budgetary decisions, enabling the County Council, the County Executive and the Planning Board to use the data to influence policy and decision making for master planning, growth management and climate change.

We concur with the OLO report recommendation of parking policy as a primary focus area. We ask the County Council to reconsider our request for a comprehensive countywide parking study of both supply and demand for public and private facilities, which you will recall was discussed during the 2007-2009 Growth Policy. Parking management is central to any discussion about reducing travel demand, particularly publicly subsidized parking facilities that can counter effect many of the County's TDM programs in urban areas. Until this study is completed, we'll be developing policies without understanding the implications of those policies on influencing travel behavior.

Finally, the Board concurs with the OLO report recommendation to consider sustainable transportation infrastructure. We ask the Council to consider both the operational and capital budget implications of this paradigm shift to more sustainable transportation choices and options, from transit vehicles and related facilities to sidewalks, bikeways and trails. What investments will be needed for Montgomery County to return to the top of the list of jurisdictions in the U.S. that are among the most progressive and forward-thinking in terms of sustainable land use and transportation?

I look forward to helping the County Council work through these issues at the joint PHED/T&E Committee worksession on this OLO Report on February 2, 2009. In the meantime, please continue to coordinate with Dan Hardy ([dan.hardy@mncppe-mc.org](mailto:dan.hardy@mncppe-mc.org) or 301-495-4525).

Sincerely,

Royce Hanson  
Chairman