



## Opening of Great Seneca Science Corridor (GSSC) Stage 1

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### description

#### Location:

- Life Sciences Center - I-270 Corridor, including the intersections of Key West Avenue and Darnestown Road, Key West Avenue and Shady Grove Road, and Shady Grove Road and Darnestown Road.
- Great Seneca Science Corridor Master Plan.

### summary

- Final prerequisite for opening GSSC Stage 1 (Determination of baseline NADMS for Life Sciences Center) completed.
- Staff recommends that the Planning Board declare GSSC Stage 1 open for the Planning Board review and approval of development plans.

The Great Seneca Science Corridor Master Plan establishes a framework for staging development in the Life Sciences Center (LSC) in order to ensure that necessary infrastructure is put in place as the area grows. The Plan requires that certain prerequisites be fulfilled to trigger the opening of each stage. Following is a list of prerequisites required for the opening of GSSC Stage 1, along with evidence that each prerequisite has been satisfied:

- Approve and adopt Sectional Map Amendment

Accomplished by County Council Resolution #16-1447, adopted July 20, 2010.

[http://www.montgomerycountymd.gov/content/council/pdf/res/2010/20100720\\_16-1447.pdf](http://www.montgomerycountymd.gov/content/council/pdf/res/2010/20100720_16-1447.pdf)

- Fund and begin operation of Greater Shady Grove Transportation Management District

Funding included in FY 2012 Montgomery County TMD Operating Budget.

[http://www.montgomerycountymd.gov/content/omb/FY12/appr/psp\\_pdf/trn.pdf](http://www.montgomerycountymd.gov/content/omb/FY12/appr/psp_pdf/trn.pdf)

- Designate LSC Central, West, Belward and North districts as Road Code Urban Area

Accomplished by County Council Resolution #16-1436, adopted July 20, 2010.

[http://www.montgomerycountymd.gov/content/council/pdf/res/2010/20100720\\_16-1436.pdf](http://www.montgomerycountymd.gov/content/council/pdf/res/2010/20100720_16-1436.pdf)

- Include the Rickman Property in the R&D Policy Area

Accomplished in the 2009-2011 Growth Policy (Subdivision Staging Policy), Adopted in County Council Resolution #16-1187, November 10, 2009.

[http://www.montgomeryplanning.org/research/growth\\_policy/growth\\_policy09/documents/Resolution-1187.pdf](http://www.montgomeryplanning.org/research/growth_policy/growth_policy09/documents/Resolution-1187.pdf) (see Map 23)

- Develop Monitoring Program

Part of GSSC Implementation Guidelines, approved by Planning Board June 23, 2011.

<http://www.montgomeryplanning.org/viewer.shtm#http://www.montgomeryplanning.org/community/gaithersburg/documents/GSSCApprovedandAdoptedImplementationGuidelines.pdf>

[http://www.montgomeryplanning.org/community/gaithersburg/life\\_science.shtm](http://www.montgomeryplanning.org/community/gaithersburg/life_science.shtm)

- Establish an Implementation Advisory Committee

Established by action of Planning Board, September 30, 2010.

[http://www.montgomeryplanningboard.org/agenda/2010/documents/20100930\\_Updated\\_GSSC\\_Advisory\\_000.pdf](http://www.montgomeryplanningboard.org/agenda/2010/documents/20100930_Updated_GSSC_Advisory_000.pdf)

- Attempt to secure outside funding for a Health Impact Assessment

A grant application was submitted to the Pew Charitable Trusts, but Montgomery County was not awarded the grant (see attached letter A).

- Determine a baseline figure for Non-Auto Driver Mode Share (NADMS)

Determined by Transit Services Division, Montgomery County DOT (see attached Letter B).

As of September 19, 2011, all of these prerequisites have been satisfied. On this date, the Planning Department received a letter from the Director of the Montgomery County Department of Transportation conveying the baseline figure for Non-Auto Driver Mode Share (NADMS) in the Life Sciences Center area (Letter B). Based on a survey of employees who commute to jobs in the LSC, the baseline NADMS is 9.6%.

Based on the completion of these prerequisite requirements, staff recommends that the Planning Board declare Stage 1 of the Great Seneca Science Corridor Master Plan open to applications for new development in the Life Sciences Center. Approvals are subject to staging limitations and procedures as established in the Great Seneca Science Corridor Master Plan and Implementation Guidelines.

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**Attachments:**

Letter A – Health Impact Project Full Proposal

Letter B – Mode Share Baseline Results

May 13, 2010

Rollin Stanley  
Montgomery County Planning Department  
8787 Georgia Avenue  
Silver Spring, MD 20910

Reference log no.: 2009-000792-194  
Health Impact Project Full Proposal

Dear Mr. Stanley:

Thank you for submitting your full proposal for HIA demonstration project funding. I regret to inform you that your request for support was not among those approved by the Health Impact Project selection committee. Due to the volume of high-quality proposals we have received, we are able to fund only a fraction of the outstanding work that applicants have proposed. I recognize and appreciate the considerable time and thought that went into completing your proposal.

Each full proposal we receive is carefully assessed according to the selection criteria and project objectives. The reviewers' comments on your proposal are summarized below.

Proposal Strengths:

- Excellent stakeholder engagement and partnerships.
- Strong communication plan.
- Strong partnership with the county health department, which is doing complementary work through its health indicators project. The smart growth and health indicators developed through this HIA could be implemented and tracked by DHSS and Planning, which seems like an important outcome that could shape future development decisions.

Concerns:

- First, the Health Impact Project is seeking a balanced portfolio representing a range of sectors and subject areas. Unfortunately, although this was an extremely strong proposal in many regards, at this point in the rolling selection process we have received a very

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A collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts.



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## LETTER A

large number of proposals addressing urban planning and the built environment, making this the most competitive sector for funding.

- Health status and demographics of the study population could have been better described.
- It appears that the applicant has already embraced a number of the principles of community design that might be suggested by HIA. Although this provides an opportunity to institutionalize the practice of HIA in Montgomery County, selection committee members noted that this HIA might add relatively less information to the planning process than in a community with a less robust and proactive approach to healthy community design.

The Health Impact Project strongly encourages the work you have proposed. All reviewers appreciate your enthusiastic embrace of healthy design practices, encourage you to develop capacity for using HIAs within your organization, and urge you to use your national leadership status to promote health impact assessment among urban planners. I would be happy to discuss other opportunities that may be available to support the work you have outlined in this proposal, if that would be helpful.

Thank you for all you put into the preparation of your application and we wish you the best as you seek avenues to pursue this work further. Please visit [www.healthimpactproject.org](http://www.healthimpactproject.org) for additional funding opportunities. Should you have any further questions, please do not hesitate to contact me by phone at (202) 540-6371 or by e-mail at [awernham@pewtrusts.org](mailto:awernham@pewtrusts.org).

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Wernham', with a long, sweeping horizontal flourish extending to the right.

Aaron Wernham, M.D.

Director



**LETTER B**

DEPARTMENT OF TRANSPORTATION

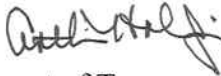
Isiah Leggett  
*County Executive*

Arthur Holmes, Jr.  
*Director*

MEMORANDUM

September 19, 2011

TO: Françoise Carrier, Chair  
Montgomery County Planning Board

FROM: Arthur Holmes, Jr., Director   
Montgomery County Department of Transportation

SUBJECT: Greater Shady Grove Life Sciences Center  
Mode Share Baseline Results

**Background**

The Montgomery County Department of Transportation (MCDOT) completed its data collection and analysis of commuter mode share behavior in the Greater Shady Grove Transportation Management District (TMD) Life Sciences Center, (LSC) in compliance with the objectives laid out in the Great Seneca Science Corridor Master Plan. The Master Plan directs MCDOT to identify and establish the Non-Auto Driver Mode Share (NADMS) baseline data for the LSC in order to meet the transportation staging goals for subsequent development. NADMS consists of trips made by means other than driving; included in the definition of “driver mode” are trips by those who drive a carpool or vanpool. Carpool and vanpool riders, transit riders, and all other types of alternative modes for accessing work comprise trips counted for the NADMS calculation.

To establish the baseline NADMS, MCDOT’s Division of Transit Services, Commuter Services Section (CSS) conducted substantial outreach in the Greater Shady Grove employment community, concentrating efforts within the LSC. Extensive time and resources were dedicated to obtaining employer participation over a six-week period. CSS conducted field reviews to identify employers in LSC, and worked to obtain their cooperation in distributing the commuter survey to their employees. CSS combined these newly identified employers with existing employer information in its database and with a commercially-produced database (Dun & Bradstreet). A total of 110 employers were identified as located within LSC, representing a total employee population of approximately 7,100.

**Office of the Director**

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*Located one block west of the Rockville Metro Station*

Françoise Carrier  
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## Results and Analysis

Twenty-four employers in the Life Sciences Center agreed to participate in the commuter survey. Their workforce of 3,500 employees represents approximately 50 percent of the total workforce in that area. It should be noted that although by law employers in the TMD with 25 or more employees are mandated to participate in the survey, the County cannot compel employees at these work sites to participate. CSS provides incentives for survey participation by employees through prize drawings and commuter fairs at individual work sites, but depends heavily on its relationship with employer contacts and liaisons to distribute the survey to employees and encourage them to respond. For most employers the survey is distributed via email providing a link to an online questionnaire; the survey is also available in hard copy for employees who do not have ready access to the internet at work. The survey questionnaire elicits information from respondents about their commuting habits during the previous work week and attitudes about commuting incentives and programs.

Below are the key results from the Spring 2011 commuter survey of the Life Sciences Center:

- 24 employers representing a total of 3,488 employees participated in the survey
- 480 employees at those worksites returned surveys = 13.8 % response rate
- Peak Hour for commuting derived from survey results: 8-8:59 AM
- 51 % of respondents arrived during the 7-9 AM Peak Period
- 71% of respondents arrived during the 6:30-9:30 AM Peak Period
- Weekday NADMS for the 7-9 AM Peak Period: 9.6 %
- Overall weekly mode split during the 7-9 AM Peak Period:
  - Drive Alone (Single Occupant Vehicle): 1,038 trips/89.1 %
  - Carpool/Vanpool drivers: 15 trips/1.3%
  - Carpool/Vanpool passengers: 47 trips/4.0 %.
  - Transit (bus/rail): 31 trips/2.7%
  - Compressed/Flexible Work Schedule/Telework: 34 trips/2.9%
- Residential location of respondents:
  - Montgomery County: 67%
  - Frederick County: 12 %
  - Fairfax County: 3 %
  - Prince Georges County: 3%
- 82%-90% of respondents indicated their employer offered no transit benefits, either as a pre-tax option or a direct benefit
- 3% of respondents indicated they pay for parking

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As indicated above, the NADMS baseline is about 10 percent in the LSC. For the same survey period the overall Montgomery County NADMS was 22 percent. Recent NADMS percentages in other TMDs have ranged from 18 percent to 44 percent (2011 data for those TMDs is not yet available). There are many factors that play a role in an area's mode share profile. It is likely that the large percentage of single occupant vehicles commuting to the LSC and the relatively low use of transit and other alternative modes result in part from, (a) the residential locations of employees and their access to transit options; (b) the broad expanses of convenient, free parking available throughout the LSC; and (c) the limited number of employers offering any type of transit benefit programs and their employees' lack of awareness of options. In the coming year CSS will work with employers and employees throughout the TMD to address as many of these factors as possible.

If you have any questions regarding this matter please contact my office, at 240 777-7170, or Sande Brecher, at 240 777-8383. I look forward to meeting with the Planning Board to further discuss these results.

AH:SLB:nb

cc: Diane Schwartz Jones  
Carolyn G. Biggins