



Roundtable: Determining Non-Auto Driver Mode Share for Staging Purposes

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description

Location:

- Master Plans in urban and urbanizing portions of Montgomery County, including the Great Seneca Science Corridor, White Flint, and Bethesda CBD.

summary

- Presentation by Sandra Brecher, Chief, Commuter Services Section, Division of Transit Services, MCDOT
- Discussion of Transportation Management Districts (TMDs), Annual Commuter Surveys, determination of the Non-Auto Driver Mode Share and implications for master plan staging.

Non-Auto Driver Mode Share and Master Plan Staging

One of the prerequisites for opening new development stages in various master plans is attainment of specific Non-Auto Driver Mode Share (NADMS) goals. NADMS calculates the percentage of commuters who travel to their worksite by means other than single-occupant vehicle. The NADMS calculation for an area is based on the results of an Annual Commuter Survey administered by the area's Transportation Management District (TMD).

One example of how NADMS values are used as a trigger for staging development is in the Life Sciences Center area of the Great Seneca Science Corridor Master Plan. The NADMS requirement for the opening of Stage 1 was to establish a baseline NADMS figure for the Life Sciences Center. Based on the results of the first Annual Commuter Survey for the Greater Shady Grove TMD, the baseline NADMS was measured at 9.6% (see attachment). Before Stage 2 can be opened, an NADMS level of 18% must be reached. The NADMS requirement rises to 23% for the opening of Stage 3 and to 28% for Stage 4.

Other master plans, including White Flint and Bethesda CBD, also have NADMS requirements associated with plan staging. The methodology used to calculate NADMS is the same for each master plan area.

Roundtable Discussion

Transportation Management Districts are administered by the Montgomery County Department of Transportation (MCDOT). Ms. Sandra Brecher, Chief of the Commuter Services Section of the Division of Transit Services, MCDOT will present background information on the Transportation Management Districts, Annual Commuter Surveys, and calculation of NADMS. She also will discuss with the Planning Board the methodology currently used and review how the methodology was chosen.

Attachment



DEPARTMENT OF TRANSPORTATION

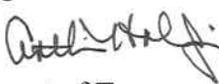
Isiah Leggett
County Executive

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

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