North Bethesda Walkable

Community Workshops Report

"Creating a Walkable North Bathesda Community

Two neighborhoods at a time!

In Brief

Talking or bicycling in North Bethesda can be an unsettling experience. Making this community more walkable can make it a more valuable and attractive destination—for shoppers and other visitors, for employees who commute into local businesses, for residents in North Bethesda's neighborhoods, and for employers working to recruit and retain top-notch employees.

Toward that end, the North Bethesda Transportation Management District (TMD) held two Walkable Community Workshops at Rock Spring Park and White Flint, respectively, on May 3, 2005. The TMD sincerely appreciates the employers, citizens, Montgomery County staff and all others who invested their time and energy in making these workshops a success.

This report spotlights the results of those workshops. Inside you will discover how "walkability" contributes to a quality place. You will see some of the challenges pedestrians and cyclists face in the White Flint and Rock Spring Park communities. And you will find recommendations from people about what could be done to improve walkability in North Bethesda.

This is an ideal time to assess our built environment and the mobility choices and challenges presented by this community. Taking action to align our infrastructure and mobility systems, large and small, with the needs of today's—and tomorrow's—population will ensure that North Bethesda lives up to its potential and promise as a quality place.

Special thanks to the National Center for Bicycling & Walking for conducting these workshops—and to Bob Chauncey for his excellent work as a facilitator and guide throughout the process—as well as to the Maryland Highway Safety Office of the State Highway Administration for its support.

The TMD appreciates the hospitality of Marriott Corporation and Social & Health Services, which provided meeting space for the Rock Spring Park and White Flint workshop, respectively.

Finally, our thanks to the Maryland-National Capital Park & Planning Commission for providing the maps used during each workshop.

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Introduction

About this Report

Building awareness is the first step toward making any community more walkable and more accessible. The North Bethesda Transportation Management District (TMD) is publishing this report to assist stakeholders in Montgomery County—and especially in the Rock Spring Park and White Flint communities—in becoming more knowledgeable about the obstacles to and opportunities for enhancing walkability in North Bethesda.

The North Bethesda TMD exists in part to assist area commuters, employers, and residents in making the most of available mobility options. The option of moving in and around North Bethesda without a car is central to this community's long term growth and viability.

Turning that ideal into a reality requires communication, coordination, and commitment among a wide array of organizations, agencies, and individuals. Most of all, it requires action—listening to the community and taking steps to achieve walkability improvements.

Moving from Suggestions to Solutions

The North Bethesda Walkable Community Workshops identified important walkability challenges in the Rock Spring Park and White Flint areas. Participants were invited to "think outside the box" about potential remedies—and they came up with some creative (if admittedly "pie in the sky") suggestions.

These workshops were a first step toward developing action items for improving the pedestrian environment in the Rock Spring Park and White Flint areas. The TMD will be collaborating with workshop participants, local leaders, and other stakeholders to develop these action items.

What is Walkability?

"Walkability" is about connectivity, about giving people transportation options, and about creating a quality place. A walkable community is one that not only offers pedestrians and cyclists safe and efficient passage from point A to point B—it is a community that positions itself as a valuable destination that attracts residents, businesses, and visitors, and facilitates their mobility.

Walkable communities have wide sidewalks, shorter blocks, safe and sensible intersections, curbs that at least have ADA-compliant ramps for proper wheelchair access, clear signage, welltimed traffic lights and pedestrianfriendly crossing signals, and effective

separation between pedestrians, cyclists, and motor vehicles.



Why is Walkability Desirable?

Walkable communities provide health, air quality, and economic benefits. Many of these are outlined later in this report, but in a nutshell: walkability increases physical activity (and thus fitness), reduces traffic (and thus pollution), and enhances real estate values. Conversely, a pedestrian is injured every seven minutes in the U.S.—collectively costing society \$3 billion annually.

Walking in North Bethesda

North Bethesda provides residents, commuters and employers alike a very high quality of life. But while many elements of the community shine, North Bethesda's "built environment" presents walkability challenges that need to be addressed for the area's potential to be fully realized—and fully valued.

To help achieve that goal, the North Bethesda TMD partnered with the National Center for Bicycling & Walking (NCBW) and the Maryland Highway Safety Office of the State Highway Administration (SHA) to identify and assess those challenges, and to initiate a process of dialogue, education and planning that should lead toward improving the walkability of North Bethesda.

Pedestrian and bicycle safety has long been a concern in Montgomery County. According to the County's Blue Ribbon Panel report, pedestrian fatalities exceeded the number of homicides from 1997-2001. Countywide, the number of collisions involving pedestrians (including bicy-

clists) was 544 in 2003, 513 in 2004, and 228 between January and June of 2005.

The TMD applauds the efforts undertaken by County officials, state legislators, and civic leaders to act on those concerns. The Blue Ribbon Panel made helpful strides several years ago in identifying enforcement, engineering and educational steps that could be taken to improve safety.

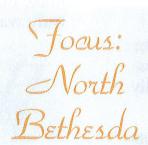
This workshop builds upon the kinds of initiatives the Blue Ribbon Panel launched that focused on countywide needs. The workshop focused on two specific areas in North Bethesda.

As participants in the original county-wide process undoubtedly know, creating a truly walkable community is a long-term project. It requires sustained commitment, new investments, and ongoing innovation as North Bethesda continues to grow, and as mobility conditions within the community evolve.

Local Walkability Conditions

Rock Spring Park, for example, enjoys direct vehicle access from I-270 and other entry points—a plus for many tenants. But that direct access by fast moving vehicles can be an intimidating safety hazard for pedestrians and bicyclists. Other related issues have also been identified by some Rock Spring

Park employers and workers. Moreover, parents, students and educators have raised concerns about traffic conditions and pedestrian safety at Walter Johnson High School,



which is located near the northeast corner of Rock Spring Park.

White Flint, on the other hand, is home to Rockville Pike—one of the most heavily traveled thoroughfares in Montgomery County. Crossing the Pike to reach the White Flint Metro Station, bus stops, or other destinations can be daunting—even more so for people in wheelchairs and elderly pedestrians.

For that matter, just walking along the Pike or waiting at a bus stop exposes pedestrians to high levels of noise and vehicle exhaust. Some of the curb cuts and sidewalks at key intersections along North Bethesda's stretch of the Pike suffer from disrepair and poor design.

North Bethesda's First Step

To focus on improving conditions for pedestrians and bicyclists in these two sections of North Bethesda, the TMD, NCBW, and SHA held two "walkable community workshops" on Tuesday, May 3, 2005—one in Rock Spring Park and one in White Flint.

Each workshop began with an awareness-building presentation by NCBW's
Bob Chauncey. Using a PowerPoint
slideshow packed with photographs and
statistics, he showed participants how
walking and cycling has succumbed to
land use and built environment design
changes in communities around
America over several decades—and
how many communities are changing
course and reinventing themselves as
pedestrian-friendly (and economically
more valuable) places.

Workshop participants then went out-

doors for a "walkabout" to observe firsthand the pedestrian experience offered by each targeted area—and to literally "think on their feet" about how that experience could be made better.

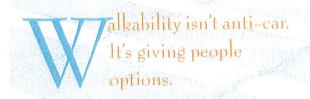
After each walkabout, participants discussed their observations and shared some initial ideas about what could be done to improve walkability. (See pages 13-16 for discussion results.)

Participants—which included employer representatives, residents, commuters, and other stakeholders—experienced and confronted the walkability challenges in their area, and expressed a strong desire for improvements.

In fact, workshop participants eagerly embraced the opportunity to make recommendations, especially since they were able to do so in a brainstorming session that invited them to think "outside the box" without regard—at least within the workshop's walls—for budget concerns or other constraints.

Next Steps

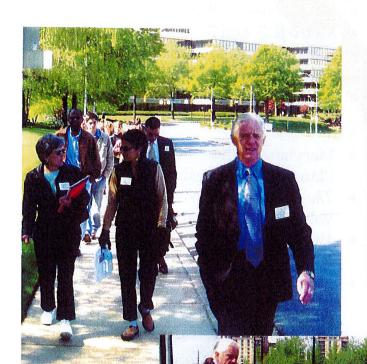
This report documents the observations, concerns, and suggestions that came out of those sessions. Both groups of participants concluded their work together hoping that County leaders, business leaders, and residents and commuters in North Bethesda would work together to make Rock Spring Park and White Flint truly walkable communities.



Creating a Walkable Community

uilding a walkable community is about developing a quality place.

Is North Bethesda living up to its potential as a "quality place?"





Workshop
participants conduct
"walkabouts" in the
Rock Spring Park
(above) and White
Flint area (right)
May 3, 2005 to
assess pedestrian
accessibility and
identify strengths
and challenges.

Community Profile

Rock Spring Park

Employment

Buildings: 21 (6.8 million square feet)

Employees: 15,000-18,000

Major Employers:

Marriot International

Lockheed Martin Headquarters

* Lockheed Martin CLE

* National Institutes of Health

Host Marriott

× HMS Host

* Sprint

Hotel

Marriott Suites

Residential

Avalon Bay: 390 apartments

Educational/Community

* Walter Johnson High School

* Davis Library

Nearby Retail

Westfields Shoppingtown Montgomery

Georgetown Square Shopping Center

Wildwood Shopping Center

Future Development

Opus East:

× 20 acre site

* 876,000 sq. ft. in up to 4 buildings

* Phase I of 250,000 sq. ft. begins 2005

Penrose Group:

× 52 acre site

× 90,000 sq. ft. spa

× 430 condos

* 150 room hotel

* 400 apartments

 \times 300,350 sq. ft. of retail

* 500,000 sq. ft. of office

Westfields Montgomery Mall Expansion:

* 500,000 additional sq. ft. parking

New transit center

Public Transportation

Metro J1,2, and 3

* Ride On 6, 26, 47, and 96.

* NIH employee shuttle

× MTA 991

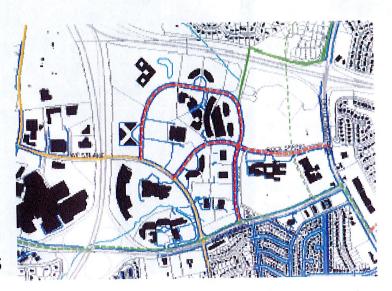
Resources

 Maryland National Capital Park and Planning Commission.

The Opus Report: Winter 2004
 Volume 31, Number 2

Washington Business Journal
 February 4, 2005

* www.mncppc.org



Developing a Plan: Rock Spring Park

Following the walkabout in Rock Spring Park, workshop participants were split into three breakout groups to discuss their observations and (in a fairly short time period) recommend steps they felt would improve pedestrian conditions. They were invited to "think outside the box" and brainstorm ideas without regard for budgets or other constraints.

Breakout Group I

- * Restripe lanes to create bike paths.
- Create separation between traffic and pedestrians with concrete planters.
- * Clarify crosswalks.
- * Install nice bus shelters.
- Build a pedestrian overpass into Rock Spring Park.
- Improve crosswalk marking at Walter Johnson High School.
- Use better pedestrian/traffic signals.
- Narrow road in front of high school to single lane.

Breakout Group II

- "No 'there' there." Make R. S. Park a place where pedestrians 'want' to be.
- * Bring in mixed use development.
- * Walter Johnson High School is too big. Split it into an east and west campus; also 'close' the campus.
- * Reconfigure streets to only two lanes total, plus a bikeway on each side.

- * Plant trees down middle of streets.
- * Make sure the *North Bethesda Transitway* really gets built.
- Extend medians at intersections.

Breakout Group III

- "Mornings are total chaos" at high school during student drop-off. Traffic backs up. Put in a drop-off lane, plus a canopy for shelter.
- * Kids drive too fast. Use roundabouts at intersection of Rock Spring & Rockledge, and put speed bumps in high school parking area.
- Install a raised crosswalk in front of the high school.
- Recognize that students do not always cross in crosswalks.



Walkabout participants (above) find some features to cheer about in Rock Spring Park—including bus stops.

Workshop participants from Walter Johnson High School (left) field comments about pedestrian and driver safety challenges around campus.

Community Profile

White Flint

Employers

- * U.S. Nuclear Regulatory Commission
- U.S. Department of Health and Human Services
- Numerous small and mid-size private companies

Retail

- * White Flint
- Mid-Pike Plaza
- Numerous other small and mid-size shopping centers.

Conference Center and Hotel

- * Bethesda North Conference Center
- Bethesda North Marriott (225 rooms)

Residential

- Strathmore Court (202 apartments)
- * The Gallery (500 multi-family units)
- Windsor Villa (261 apartments)
- * The Grand
- * The Wisconsin
- * The Pavillion
- * The Forum

Community

- Montgomery Aquatic Center
- Strathmore Hall
- * Georgetown Prep
- Holy Cross Academy
- * Garret Park Elementary School

Future Development

The Sterling

- × 197 condos
- × 15,000 sq. ft. commercial space

LCOR

- × 32 acre site
- * 1,200,000 sq. ft. of office
- × 200,000 sq. ft. of retail
- * 1,350 multi-family

The Gallery at White Flint

× 453 units

White Flint Crossing

- * 438 high rise apartments
- × 230,000 sq. ft. retail

Indigo's Crossing

× 473 units

ASHA Site

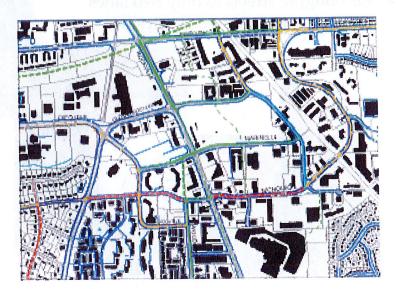
* 45-38 residential units

Public Transportation

- Metrorail (White Flint Station)
- × Ride On − 5,26, 38, 46, 81
- × Metro − C8

Resources

- www.donohoeconstruction.com/ fnews.html - 2005 Press releases
- * www.lcor.com/play.htm
- www.mncppc.org



Developing a Plan: White Flint

Following the White Flint area walkabout, workshop participants were split into three breakout groups to discuss their observations and (in a fairly short time period) recommend steps they felt would improve pedestrian conditions. They were invited to "think outside the box" and brainstorm ideas without regard for budgets or other constraints.

Breakout Group I

Short-term suggestions:

- * Repair and widen crosswalks.
- Install countdown timers at each intersection.
- Make sure each intersection has a pedestrian crossing signal.
- * Enhance pedestrian lighting using more ornamental fixtures.
- Make sidewalks more walkable now with maintenance, repair, cleaning.

Long-term suggestions:

- **✗** Improve the layout of Rockville Pike. ■
- Have a landscaping barrier between traffic and pedestrians.
- * Widen the sidewalks.
- Position buildings to face sidewalk/street

Breakout Group II

- * Rebuild Rockville Pike down to Grosvenor. Make four lanes below grade (two lanes on each side plus a transit lane). Open Rockville Pike to bicycles. Add landscaping/trees.
- Make curb cuts/ramps ADA-compliant at Nicholson Ln/355 intersection.
- Improve pedestrian crossings at all intersections (ADA-compliant).
- * A lot more development is coming, so maximize pedestrian opportunities during planning phase.
- Use countdown/audio crossing signals at intersections near W.F. Metro.
- * Remove obstructions from sidewalks.

- * Sidewalks should have no more than a two percent cross-slope.
- * Make sidewalks 8 feet wide.
- Repair all broken sidewalks.
- * Mark crosswalks at all four crossings.
- Build median refuge with narrower lane widths.
- Coordinate pedestrian crossings at future Montrose Parkway & MD355.

Breakout Group III

- * This group's "biggest idea:" build a 'head house' for Metro on Old Georgetown Road.
- Improve pedestrian access to Metro.
- Consider a grade-separated entrance at W.F. Metro station.
- * Make the current Rockville Pike underpass from the Metro station wheelchair accessible.
- * Separate sidewalks from streets.



Taking Action

Following their breakout sessions, workshop participants in both venues discussed "next steps" to act on their observations and recommendations. Action steps from each group are outlined below.

Rock Spring Park

- * Be prepared for next master plan round.
- * Make drop-off/access/egress improvements at Walter Johnson High School a top priority, and coordinate with developer of mixed use project coming across the street from the school.
- * Do a Pedestrian Impact Statement.
- Balance differing goals: moving cars versus moving people.
- Share findings and ideas with NBTMD Advisory Committee.
- Hold a follow-up meeting of workshop participants.
- Get more employers to the table, as well as public health specialists.
- Seek assistance and advocacy of Maryland Del. Bill Bronrott.



Workshop participants discuss next steps to improve pedestrian conditions and make North Bethesda a more walkable community.

White Flint

- Continue to testify before M-NCPPC (begin with staff reports).
- Might need an intergovernmental authority to oversee these issues.
- Need to communicate political messages about what needs to get done.
- Communicate with West Montgomery County Advisory Board.
- * Tap into Maryland DOT.
- * Consider forming a "special improvement district" (similar to a business improvement district or the Bethesda Urban Partnership). Chamber of Commerce could take the lead. County Council would have to adopt; support required from businesses.
- * Have a meeting to prioritize today's ideas, put into do-able set of recommendations, then take to NBTMD Advisory Committee.
- * Hold a charette that involves politicians, citizens, staff.
- Ask County Council to give work order to M-NCPPC.
- * Hold follow-on meetings with additional residents, elected officials, and businesses.

North Bethesda Workshops: Summary

Health

Bob Chauncey of the National Center for Bicycling & Walking asked a revealing question at the opening of each workshop: "How did you get to school when you were a kid?" Most participants said they walked or rode their bike.

"Now, how do your kids or grandkids get to school today?" he asked. Barely a hand went up for "walk." All either took a bus, drove, or were dropped off.

In fact, Chauncey explained, North Bethesda's children fit the national norm. According to a report from the U.S. Environmental Protection Agency, **24 million students are transported to school by school buses** — every day! Kids who are bused spend an average of 1.5 hours on school buses every day. And about 500,000 school buses are on the road every day.

The distance to today's schools and the safety hazards along the way contribute to the trend away from walking. In other words, our built environment now deters many children (not to mention their concerned parents) from walking.

Along with the marked decline in walk-

ing has come a drastic **increase in childhood obesity**. The percentage of overweight children and adolescents more than doubled since the early 1970s.

Type 2 diabetes and high blood pressure are no longer limited

to adulthood. They afflict children as well, in part due to lack of exercise.

Inactivity is similarly a problem for today's adults. Ailments including high blood pressure and heart disease, colon cancer, diabetes, osteoporosis/hip fractures, depression, asthma, arthritis, back pain and even Alzheimer's have been associated with inactivity.

The health impacts of our modern ways, reported Chauncey, might best be summed up by the *New England Journal of Medicine* in a March 2005 article: "From our analysis of the effect of obesity on longevity, we conclude that **the steady rise in life expectancy during the past two centuries may soon come to an end.**"

Air Quality

When people drive instead of walk or bike, they add pollutants to the air. It's a simple and inescapable fact.

The effects of all that pollution are not so simple, however, according to the American Lung Association (ALA). The ALA assigned Montgomery County an "F" for ozone and a "C" for particulate pollution in 2004.

Chauncey reported that the ALA attributed a number of health problems right here in Montgomery County to air pollution. Among the county's 919,000 residents last year, the ALA spotlighted:



- × 20,000 case of pediatric asthma
- ★ 54,000 cases of adult asthma
- × 28,000 cases of chronic bronchitis
- 10,000 cases of emphysema
- × 231,000 cases of cardiovascular disease

The impact of air pollution extends even to the unborn. Chauncey highlighted a February 2005 article in the *New York Times* that reported: "Exposure to air pollution, even in the womb, may be linked to genetic changes associated with an increased risk of cancer.... Researchers found an increase of about 50 percent in the level of persistent genetic abnormalities among infants with high levels of exposure...."

Economy

The interrelated health and air pollution impacts of our built environment also affect our economy. Our vehicle-dependent choices have exacted many costs. Interestingly, walkable communities provide inviting economic benefits.

Economic Costs

Inactivity, for example, comes with a cost — on a national scale. Chauncey cited a 2000 study by the U.S. Centers for Disease Control & Injury Prvention (CDC) that said, increasing regular moderate physical activity among inactive Americans over 15 might **reduce** the

annual national direct **medical costs** by as much as **\$76.6 billion**.

Another impact: the **cost of driving**. Vehicle operating costs are obvious: purchase price, finance, gas, oil, mainte-

nance and insurance. Hidden costs, however, also take their toll. These include: **time**, **crash** costs (specific and general), **parking** (direct, land, construction, loss of tax base), **road building and maintenance**, **pollution**, **noise**, and **land use** (cost of sprawl).

Chauncey noted that the cost of **school transportation** alone is significant. School transportation costs Maryland taxpayers \$140 million a year.

Our built environment also takes a toll in **safety costs**, including the potential high cost of doing nothing. In 2003, Maryland had more traffic fatalities than murders — 651 vs. 525, respectively.

Moreover, Maryland spent less than one percent of its federal transportation funding on pedestrian and bicycle projects between 1998 and 2003, but these groups suffered 17 percent of traffic fatalities in 2002-2003.

The U.S. ranked near the worst among 31 industrialized countries in trafficcaused funerals per million people in 2002, at 27. (Canada is 13th.)

The **cost of doing nothing** can be measured in both lives and dollars. For example, Fontana, California had money for sidewalks but chose instead to seek state funds to build them. While the city

waited, a 14-year old was killed walking home from school.

Following the tragedy, the city got state money and built sidewalks. The sidewalks cost \$6,000.



The victim's family sued the city. A jury found the city 75 percent responsible for the death because of the city's continued failure to provide sidewalks. The jury awarded the teen's parents \$37.5 million.

Another dent in taxpayers'

pockets, noted Chauncey: the cost of new projects. Using Grant Anticipation Revenue Bonds (capital market notes repaid by federal transportation funds deposited in state highway accounts), some states have been borrowing from **future** federal revenues to deliver needed projects now. The cost of borrowing is less than the cost of construction delays.

The lack of an adequately walkable community presents **social equity issues**, as well. Nationally, 30 percent of seniors live alone. In Montgomery County, 25 percent of our residents are 17 and younger, while 11 percent are 65 and older. Is our jurisdiction sufficiently sensitive to those among us who are physically, economically, or mentally **unable to drive**?

Our car-dependent culture also brings **political costs**. Chauncey pointed to an *ABC News* report that quoted the Center

for Transportation Excellence: "If one in 10 Americans regularly used mass transit, **U.S.** reliance on foreign oil could decline by more than 40 percent, or nearly the amount of oil imported from Saudi Arabia each year."

Chauncey noted that nation-

Americans
want big
residential
lots...and
short
commutes.

ally, we and our neighbors harbor fundamentally opposing lifestyle goals. Having a house on more than one acre of land is important to 57 percent of Americans. Conversely, commute time of 45 minutes or less is the top priority in deciding where to

live for 79 percent of our fellow citizens.

Economic Benefits

Neighborhoods that are more walkable are more valuable. Homeowners pay an average of 11 percent more for homes in new walkable communities, according to data from the Urban Land Institute.

Chauncey cited other "walkable" communities where **homes sold at a premium**.

- Wisconsin: Lots along Mountain Bay Trail sold faster and for 9 percent more.
- North Carolina: Homes next to a regional greenway sold faster and for \$5,000 more.
- * Indiana: Homes within a half mile of the Monon Trail had a sales premium of \$13,000.

Why are walkable neighborhoods priced at a premium? Chauncey explained that "empty nesters" and retirees are moving into cities and "traditional neighborhood developments" in increasing numbers.

They seek diversity, walkability, sociability, independence, and safety.

Young technical employees are attracted to walkable, active communities, as well. According to Richard Florida, a professor in the School of Public Policy at George Ma-



son University, such employees are more drawn to these communities than to cities with professional sports franchises.

Walkable communities also have high value as tourist destinations. Chauncey recalled the story of Rockmart, Georgia. The town's economy had been struggling due to a lack of tourists — until it connected to a nearby hiker/biker trail.

"In the last 12 months, we've had more tourists than in the last 30 years," said Mayor Curtis Lewis. "Before the (Silver Comet Trail), there wasn't anything to bring them here."

Chauncey also cited an observation by the North Carolina Department of Transportation: "Bicycling visitors to the northern Outer Banks generate an economic impact of \$60 million annually."

Even crime appears to be favorably affected by the presence of walking/biking trails. A 1998 study of 372 trails found that the **incidence of major crimes was "dramatically" lower** than the national average. Only three percent of trail managers responding to the study noted any type of major crime.

Another economic element in walkable communities: They tend to use compact, mixed use development. **Walkability is**

really about connectivity — it's about having options.

Mixed use developments can help maximize connectivity options, integrating smartly designed access for multiple modes of mobility.

In other words, **compact development is cost effec**

tive. Chauncey shared examples from around the nation:

- * Charlottesville, Virginia: Compact development would save \$500 million in transportation system investments over 50 years.
- Chicago, Illinois: Compact growth (11 persons per acre) over 20 years would save \$3.7 billion in infrastructure costs.
- * California's Central Valley would lose \$72 billion in agricultural sales over 45 years if current low density (three units per acre) development continued.

Chauncey noted that **densities** of 40-80 people per acre were common in preauto times. Higher densities can be achieved through raising lot coverages to 50-70 percent, not through building high-rises. Residential density of about 15 units per acre (or 50 employees per acre in a commercial development) is required for "premium" bus service.

Short to medium length blocks also help. Venice, Italy has some 1,500 intersections per square mile; Irvine, California has about 15 intersections per square mile.

Other "walkability" features include:

- Transit routes every half mile
- Continuous sidewalks, wide enough
 - for couples
 - Safe crossings
 - * Buffering from traffic
 - Street-oriented buildings (facing street, close to street, multiple windows and doors)
 - Comfortable and safe places to wait.



Registered Participants • May 3, 2005

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Maryland Highway Safety Office State Highway Administration www.sha.state.md.us