

North Bethesda Transportation Center
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Helping you get from here to there and everywhere in North Bethesda

North Bethesda
Transportation
Center

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Peggy Schwartz - Director

NEWS

for North Bethesda Commuters

NBTC Can Help You 'Go Green' All Year

Earth Day inspired many businesses to wonder what they might do to become more eco-friendly. If your company is one of those, we have an easy solution: Work with us! We can show you some of the easiest ways to be green. Building green into your business plan can be as simple as a phone call to NBTC.

We're here to help you—for free. From rideshare matching and vanpool-organizing assistance, to customized public transportation info and networking events for your employees and neighbors right in your lobby, NBTC can partner with you in pursuit of your own green solutions.

The steps to achieving an environmentally-friendly commute are simple. The key objective: drive less. Solo driving contributes not only to energy-burning, gas-guzzling traffic congestion, it also emits harmful chemicals into the air—and into the water.

The arrival of summer means two extra eco-challenges: high ozone pollution and higher gas prices. NBTC can help you prepare for both with green-mobility solutions tailored to your employees' needs. Contact us today!





GREEN PARTNER PROFILE

Marriott Offers Positive Examples

Talking “green talk” is easy, but walking the walk makes it real. Marriott is a leader in eco-friendly practices at its headquarters in North Bethesda’s Rock Spring Park. Marriott’s corporate-wide Global Green Vision plan helps its associates and franchisees focus on waste management, recycling programs, water efficiency and energy consumption.

Green mobility continues to be a top priority. Marriott has partnered with NBTC for years to offer its associates public transportation subsidies via Montgomery County’s Super Fare Share program. In fact, Marriott recently increased its transit benefit contribution to \$115/month to help associates make the most of new tax-free limits.

The company works closely with NBTC to help its associates connect with a wide range of commute options. In addition, Marriott offers preferential parking for hybrid vehicles (plus carpools and vanpools) and recently launched a car sharing collaboration with Hertz. (See the car sharing story at right.)

Marriott has been working toward achieving more green goals. Among them: reducing its carbon footprint over a 10-year period, ending next year, by one million metric tons of greenhouse gas emissions.



NEW PROGRAM: CONNECT BY HERTZ

Car Sharing Options Expand in North Bethesda

When you need a car for just an hour or two during the workday, hauling your personal vehicle all the way from home just doesn’t make sense. Car sharing can help.

To quote carsharing.net, car sharing “provides flexible wheels for an urban lifestyle. It’s instant-access to a network of cars throughout the city, 24 hours-a-day, paying-per-trip, without commitment or inconvenience.” In other words, you can commute via carpool, vanpool or public transportation without the fear of being car-less at work.

Two car sharing companies serve this area. Zipcar (www.zipcar.com) has offered vehicles locally for years. A new program just arrived: Connect by Hertz (www.connectbyhertz.com) offers car rentals by the hour or by the day.

Connect by Hertz told NBTC it will waive its \$25 application and \$50 membership fees for people working or living in North Bethesda—until July 31, 2009. Go online or call 1-877-654-4400 and provide this promo code: “GOLD5.”

Employers seeking to establish a group plan should contact Brian Butler, global and strategic account manager at Hertz: BrButler@Hertz.com or 703-683-9155 . Be sure to mention NBTC.



How to be Popular with Crabs

A recent survey of crabs and shellfish in the Chesapeake Bay revealed that 73 percent of them hate humans. And it’s not because we eat them.

Their complaint: we’re sucking the oxygen out of their water by allowing nitrogen and nitrous oxides into the Bay. The Chesapeake Bay Program estimates that about a third of the nitrogen getting into the Bay falls from the air, and slightly more than half the nitrous oxide comes from vehicles.

The Chesapeake Bay Foundation says 96 million pounds of atmospheric nitrogen pollution, plus 28 million pounds of nitrogen pollution from vehicles, enter the water every year. Adding insult to injury, nearly 14 percent of annual urban nitrogen pollution flows into the Bay as runoff from highway surfaces.

You might not care whether you’re popular with or hated by the innocent little critters crawling and swimming in the Chesapeake.

But more and more people do—and you can be popular with THEM by contacting us at NBTC to explore “green commute” alternatives.

