

Exhibit C

TECHNICAL MEMORANDUM

To: Habte Sequar 311 K Street, LLC

From: Jim Watson, PTP
Erwin Andres, P.E.

Date: January 8, 2016

Subject: 317 K Street NW Hotel and Residential Comprehensive Transportation Review

DRAFT

INTRODUCTION

This memorandum presents a Comprehensive Transportation Review (CTR) of the proposed residential and hotel development located in the northeast quadrant of the 4th Street/K Street intersection in the Mount Vernon Square neighborhood of Northwest Washington, D.C. Figure 1 identifies the regional site location within the District. The site is currently occupied by an existing surface parking lot and three commercial building, and will be redeveloped into a mixed-use development comprising 30 furnished residential units and 200 hotel rooms. The site plans include 48 below grade parking spaces accessed via a new curb cut from 4th Street. Given that Zoning Regulations would require 122 parking spaces and 48 are planned, zoning relief is being sought from the BZA for parking. In addition, while the required 20 foot service space is planned to be provided on site, the compact nature of the site will not allow for a required 30 foot loading berth or 100 square foot (sf) loading platform on-site. As such, loading for 30-foot trucks is planned to take place from 4th Street with zoning relief being sought from the BZA for the 30-foot loading berth and 100 sf platform.

The site is located approximately a quarter mile from the Gallery Place-Chinatown Metro Station which offers direct access to Union Station and Reagan National Airport and connections to Dulles International Airport and Baltimore Washington International Airport. The Mount Vernon Square-7th Street-Convention Center and Judiciary Square Stations are also located in close proximity. The presence of numerous transit and bike facilities near the site coupled with a Transportation Demand Management (TDM) plan will increase the use of non-vehicular travel modes to and from the site.

The following conclusions were made regarding the 317 K Street Hotel and Residential development:

- The site is surrounded by an extensive network of transit, bicycle, and pedestrian facilities that results in an adequate environment for safe and effective non-auto transportation;
- Based on the site location near ample transit services, the surrounding mixed-use walkable location, and a TDM plan, the proposed parking will adequately serve the needs of the development;
- Based on an estimation of 30-foot truck loading activity for the development, it was determined that the amount of 30-foot truck loading activity expected to take place at the site will be adequately served from 4th Street, where 30-foot truck loading could be possible in the area of the project's proposed valet parking spaces or in the loading space approved for the Ellisdale project on 4th Street; and
- A TDM plan for the development will include the implementation of a TDM coordinator, on-site services, a marketing program, transportation incentives, bicycle amenities, and ride-matching/ridesharing programs.

EXISTING CONDITIONS

This section provides a review of the existing transit, bicycle, and pedestrian facilities in the vicinity of the site. The site is served by several public transportation sources, including Metrorail, Metrobus, and the DC Circulator bus system. The project site is also served by a pedestrian network consisting of sidewalks and crosswalks along the streets surrounding the project site. Additionally, the site is served by an on-street bicycle network, consisting of bike lanes, cycle tracks, and signed bicycle routes.

Transit

Local transit services that provide access to the 317 K Street development site include Metrorail, Metrobus, and the DC Circulator. These services are operated by the Washington Metropolitan Area Transit Authority (WMATA) and DDOT. WMATA operates Metrorail, the nation's second largest heavy rail transit system, as well as Metrobus, the nation's fifth largest bus network. DDOT and WMATA collaborate to operate the DC Circulator, a system of five (5) bus lines that provide frequent service and low fares throughout the city.

The nearest Metrorail station is Gallery Place-Chinatown, with its northern entrance located approximately one-third of a mile from the proposed development at the corner of 7th and H Streets. Additional entrances are located at the intersections of 7th and F Streets and 9th and G Streets. The Gallery Place-Chinatown station is a multimodal transportation hub on Metrorail's Green, Yellow, and Red Lines. The Green and Yellow Lines connect the study area from the city of Greenbelt, MD to the north, extending downtown through L'Enfant Plaza, before ending in Alexandria, VA (Huntington) via Reagan National Airport and Suitland, MD (Branch Avenue) via Navy Yard to the south. The Red Line connects the study area from the city of Gaithersburg, MD (Shady Grove) to the northwest, extending through Dupont Circle and Union Station, before ending in Glenmont, MD to the north. Other nearby Metrorail stations include the Mount Vernon Square-7th Street-Convention Center Station, and the Judiciary Square Station, which are located approximately 0.4 miles and 0.3 miles, respectively, from the project site. Trains run frequently during the weekday morning and afternoon peak hours between 5:00 AM to 9:30 AM and 3:00 PM to 7:00 PM. Green, Yellow, and Red Line trains run approximately every 12 minutes during the weekday midday hours from 9:30 AM to 3:00 PM and every 12 to 20 minutes during the weekday off-peak periods and on weekends. Metrorail generally closes at approximately midnight on weekdays and 3:00 AM on weekends. The access provided from Gallery Place-Chinatown offers direct service from the site to Reagan National Airport and Union Station. Connecting access is also available to Dulles International Airport (via the soon to be completed Silver Line from nearby Metro Center to Wheile Avenue) and Baltimore Washington International Airport (via rail connections at Union Station or bus from Greenbelt).

Numerous Metrobus and MetroExpress routes operate along 5th, 6th, 7th, K, and H Streets as well as Massachusetts Avenue within walking distance of the site. The nearest MetroBus and stop is located immediately adjacent the site along 5th Street north of I "Eye" Street and the nearest Circulator stop is located just south of the site at 5th Street and Massachusetts Avenue. Table 1 shows a summary of the bus route information for the lines that serve the study area, including service hours and the headways. Figure 2 illustrates the existing rail and bus service.

Due to growth of population, jobs, and retail in several neighborhoods in the District and the potential for growth in other neighborhoods, the District's transportation infrastructure is proposed to be augmented by the reestablishment of streetcar service in the District and the implementation of limited-stop bus service along major corridors in the vicinity of

the proposed development, including H, K, 7th, and 9th Streets as is outlined in the *DC's Transit Future System Plan* report published by DDOT in April 2010.

Table 1: Bus Route Information

Route Number	Route Name	Service Hours	Headway
70	Georgia Ave-7 th St Line	Monday - Saturday: 4:00 am – 3:30 am Sunday: 4:10 am – 3:00 am	12 – 30 min
74	Convention Center-Southwest Waterfront Line	Monday – Saturday: 6:00 am – 7:00 pm	10 to 12 min
79	Georgia Avenue Limited Line	Monday – Saturday: 6:00 am – 7:50 pm	6-15 minutes
80	North Capitol Street Line	Weekdays: 4:30 am – 2:00 am Weekends: 5:00 am – 1:00 am	10 - 30 min
D4	Ivy City-Franklin Square Line	Weekdays: 4:15 am – 1:05 am Saturdays: 4:45 am – 1:05 am Sundays: 5:15 am – 1:05 am	15 – 30 min
P6	Anacostia-Eckington Line	Weekdays: 5:00 am – 2:00 am Saturdays: 5:30 am – 2:00 am Sundays: 6:30 am – 12:30 am	15-30 min
X2	Benning Road-H Street Line	Mon – Sat: 4:15 am – 3:00 am Sunday: 4:15 am – 2:30 am	15 – 30 min
X9	Benning Road-H Street Limited	Weekdays: 6:15 am – 9:00 am 3:30 pm – 6:30 pm	15 minutes
DC Circulator	Union Station-Georgetown Line	Sunday – Thursday: 7:00 am - 12:00 am Friday and Saturday: 7:00 am - 3:30 am	10 minutes

Bicycle Facilities

Based on DDOT's May 2011 Bicycle Map, the bicycling conditions around the proposed development are primarily good on the nearby streets as shown in Figure 3. All of the streets in the vicinity of the site, except H Street, 4th Street, K Street, and Massachusetts Avenue, provide either on-street bike lanes or feature good or fair cycling conditions. Cycle tracks closest to the site are located on E Street (south of the site) and 7th Street (west of the site).

In addition, the Capital Bikeshare program has placed over 200 bike share stations across Washington, DC, Arlington, VA, Alexandria, VA, and Montgomery County, MD with more than 1,800 bicycles provided. Capitol Bikeshare has plans to expand the system and potential new station locations have been identified throughout the study area. Figure 3 identifies existing station locations in the study area. Capitol Bikeshare currently has four existing bike share locations with 63 available bicycle docks within close proximity to the site at the intersections of 3rd and H Street, 5th Street and Massachusetts Avenue, 1st and H Streets, and 5th Street between K Street and Massachusetts Avenue.

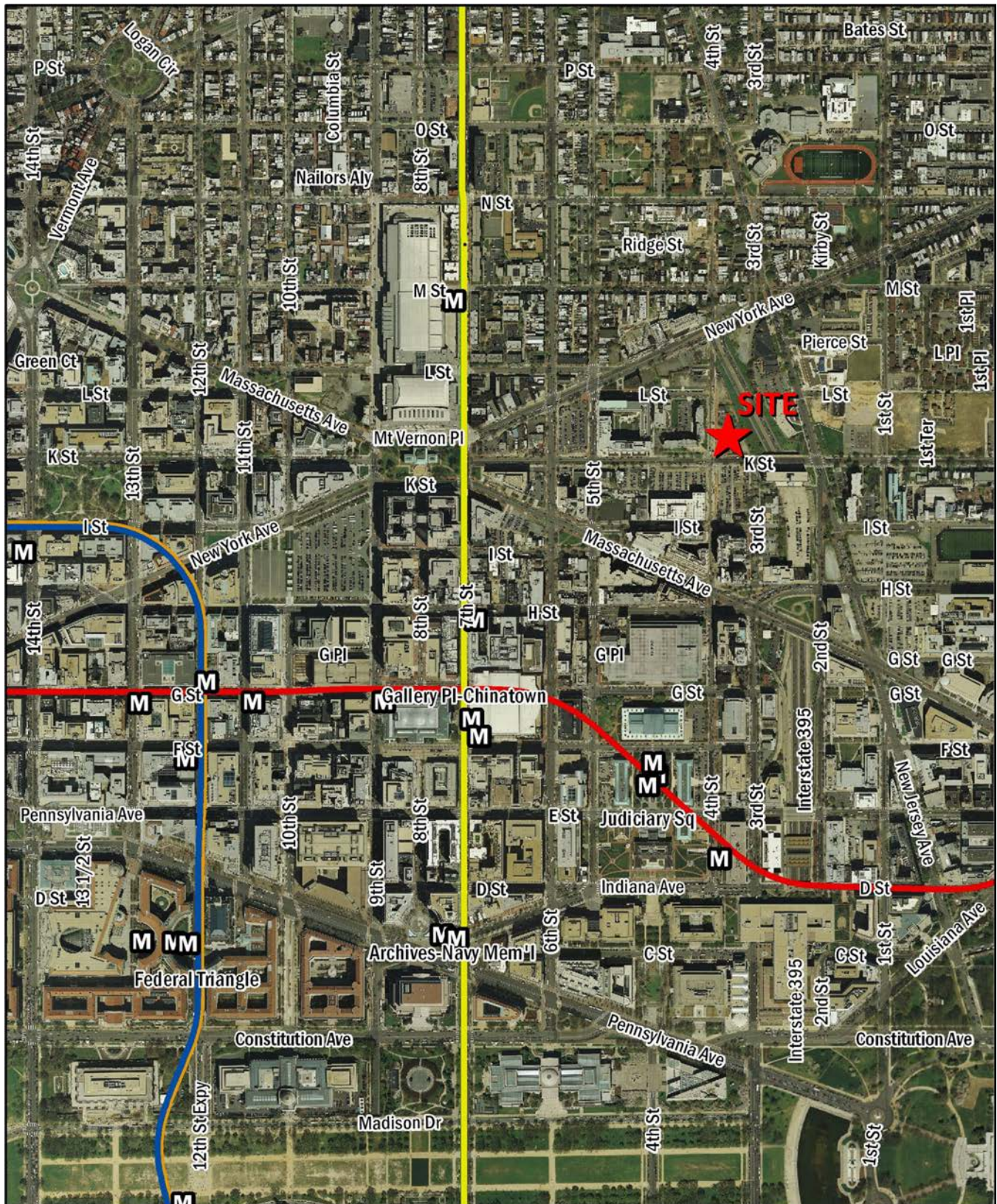


Figure 1: Site Location





Figure 3: Existing Bicycle Facilities

Pedestrian Facilities

The roadways in the immediate vicinity of the proposed development provide satisfactory pedestrian facilities and connectivity throughout the area. Wide, continuous sidewalks line all of the study area's roadways with crosswalks linking segments at intersections within the study area. Moreover, the presence of on-street parking along the streets within the study area acts as a barrier between the sidewalk and the traveled way.

Adequate crosswalks with ladder striping and pedestrian countdown signals are present near the site at the signalized intersection of K Street and 3rd Street for all crossing movements. The site has a walkscore of 95 out of 100 (a "walker's paradise") based on its location in a mixed-use area within close proximity of the Convention Center, Verizon Center, numerous restaurants and bars, and shopping destinations.

A review of pedestrian facilities near the site shows that nearly all facilities meet DDOT standards, and provide a quality walking environment. Only a few sidewalks do not meet the District's width requirements, primarily located along New York Avenue and the south side of L Street north of the site. Figure 4 shows a detailed inventory of the existing pedestrian infrastructure in the vicinity of the development site and along primary walking routes. Sidewalks, crosswalks, and curb ramps are evaluated based on the guidelines set forth by DDOT's *Public Realm Design Manual* in addition to ADA standards. Sidewalk width and buffer requirements for the District are shown below in Table 2. Within the area shown, Massachusetts Avenue, New York Avenue, K Street, and H Street are considered commercial streets with the remaining roadways considered residential with a moderate to high density. These roadways generally comply with the commercial requirements as do most of the residential side streets. ADA standards require that all curb ramps be provided wherever an accessible route crosses a curb and must have a detectable warning. Additionally, curb ramps shared between two crosswalks is not desired. As shown in the figure, under existing conditions the majority of study area intersections are adequate.

Table 2: Sidewalk Requirements

Street Type	Minimum Sidewalk Width	Minimum Buffer Width
Residential (Low to Moderate Density)	6 ft	4 ft (6 ft preferred for tree space)
Residential (High Density)	8 ft	4 ft (6 ft preferred for tree space)
Commercial (Non-downtown)	10 ft	4 ft
Downtown	16 ft	6 ft

Car Sharing

Three car-sharing companies serve the District: Zipcar, Enterprise CarShare, and Car2Go. All three services are private companies that provide registered users access to a variety of automobiles. Zipcar and Enterprise CarShare have locations near the project site. Table 3 lists the car-sharing locations in the vicinity of the project and shows that 30 carsharing vehicles are available within a short (1/4 mile) walk of the site with many others slightly farther within a half mile.

Car-sharing is also provided by Car2Go, which provides point-to-point car sharing. Unlike Zipcar, Hertz 24/7, and Enterprise CarShare, which require two-way trips, Car2Go can be used for one-way rentals. Car2Go currently has a fleet of vehicles located throughout the District. Car2Go vehicles may park in any non-restricted Metered curbside parking space or

Residential Parking Permit location in any zone throughout the defined “Home Area”. Members do not have to pay the meter or pay stations. Car2Go does not have permanent designated spaces for their vehicles; however availability is tracked through their website and mobile app, which provides an additional option for car-sharing patrons.

Table 3: Car Share Locations and Vehicles

Carshare Location	Number of Vehicles
Zipcar	
77 H Street (Wal-Mart)	5 Vehicles
458 I “Eye” Street (Lyric Apartments)	1 Vehicle
8 th & New York Avenue	8 Vehicles
466 L Street (City Vista Parking Garage)	3 Vehicles
Gallery Place Metro (Colonial Parking)	4 Vehicle
770 5 th Street (Gallery Place Metro)	1 Vehicle
425 Massachusetts Avenue	2 Vehicles
Enterprise CarShare	
5 th & F Streets	2 Vehicles
300 Massachusetts Avenue	4 Vehicles
Total Number of Car Share Vehicles in Study Area	30 Vehicles

DESIGN REVIEW

This section provides an overview of the transportation features of the proposed development. The development program consists of 30 furnished residential units and a 200-room hotel. The site plans includes 48 below grade parking spaces accessed via a new curb cut along 4th Street. Thirty-foot truck loading will take place from 4th Street since the compactness of the site will not allow for the 30-foot truck berth or 100 sf platform, and DDOT’s required head-in/head-out maneuvers for truck movements. Given the presence of numerous transit and other non-auto amenities surrounding the site, the proposed number of parking spaces will be adequate to serve the needs of the development’s tenants and guests. Figure 4 shows the proposed site plan.

Trip Generation

Vehicle trips were calculated for the site to determine whether the site would generate enough trips to warrant a full review of the traffic impacts of the development based on DDOT’s CTR guidelines. As shown in Table 4 below, the site is anticipated to generate very few vehicular trips. Trips were calculated based on ITE Trip Generation rates for Apartment (LU 220) and Hotel (LU 310).

A review of census data suggests that 74 percent of residents in the surrounding neighborhoods use non-auto modes for commuting, with 26 percent using auto modes. Based on this data and given that the residential units will be furnished in an environment with multiple non-auto transportation options, a conservative 25 percent auto modal split was assumed for trips to and from the site.

For hotel trips, the hotel planned for this site was deemed to be most similar to the Embassy Suites Chevy Chase Pavilion hotel examined in the WMATA Development Related Ridership Survey (DRRS). It should be noted that given the suburban nature of the Chevy Chase hotel and the lack of a comparable downtown hotel in the WMATA DRRS, this hotel should be considered a conservative comparable to the operations expected at the 317 K Street development. The WMATA DRRS noted a 25 percent auto mode share for the Chevy Chase Embassy Suites hotel. For purposes of this study and given the

multiple non-auto transportation options in the surrounding area, a 20 percent auto modal split was applied to the 317 K Street hotel trip generation.

The resulting trip generation projections are given in Table 4 below and show that the development is conservatively anticipated to generate 28 AM peak hour vehicular trips (15 inbound and 13 outbound) and 33 PM peak hour vehicular trips (18 inbound and 15 outbound). It should be noted that this trip generation estimate is less than the 25 or more peak hour trips in the peak direction that would typically require additional vehicular study per CTR guidelines since the development is expected to generate at most 21 peak hour, peak direction trips (during the PM peak period) as noted below.

Table 4 Trip Generation and Mode Split

Mode	AM Peak Hour			PM Peak Hour		
	In	Out	Total	In	Out	Total
Auto	18 veh/hr	16 veh/hr	34 veh/hr	30 veh/hr	21 veh/hr	51 veh/hr
Carpool/Uber	8 veh/hr	6 veh/hr	14 veh/hr	13 veh/hr	7 veh/hr	21 veh/hr
Transit	55 ppl/hr	42 ppl/hr	97 ppl/hr	90 ppl/hr	67 ppl/hr	157 ppl/hr
Bike	15 ppl/hr	11 ppl/hr	26 ppl/hr	21 ppl/hr	15 ppl/hr	36 ppl/hr
Walk	23 ppl/hr	20 ppl/hr	43 ppl/hr	43 ppl/hr	28 ppl/hr	71 ppl/hr

Site Access and Internal Circulation

Site Access

There will be four pedestrian access locations for the site, two along 4th Street and the remaining two along K Street. The primary residential entrance is planned for 4th Street while the remaining entrances are planned to serve the hotel. Two additional emergency egress points are planned with one along 4th Street and one along K Street on the edges of the property. Due to the abundance of non-auto transportation modes surrounding the site, 48 below grade parking spaces are proposed, which is 74 fewer than required by zoning. A TDM plan, as outlined further in this document, will be implemented to provide and encourage alternative modes of transportation for guests, employees, residents, and visitors. Access to the parking garage will be from 4th Street with any supplemental parking needs being provided via valet services curbside from 4th Street.

Parking

As mentioned previously, the project proposed to provide 48 on-site parking spaces. According to the zoning regulations set forth by the District, and based upon the existing zoning of the site location, the development is required to provide 122 parking spaces. Therefore, the applicant is seeking a parking variance from Section 2101.1 of the Zoning Regulations. Access to the underground parking garage will be via 4th Street on the northwest side of the site.

It should be noted that the Zoning Regulations are in the process of being rewritten, with final action scheduled for January 2016. Under section 702.3(b) of the proposed regulations, no parking would be required for the project because it is located in the proposed Downtown Zone. Further, even if the property were not located in the Downtown zone, which it is, under section 701.5 of the proposed zoning regulations, the maximum parking requirement would be 55 total parking spaces (10 residential parking spaces and 45 hotel parking spaces) based on the proposed new residential rate of one space for three dwelling units in excess of four units and the new lodging rate of 0.5 spaces per 1,000 sf in excess of 3,000 sf. However, under the new section 702.1, this theoretical parking requirement would be further reduced to 28 spaces. Under 702.1, the parking requirement of 55 spaces is reduced by 50% for any site located within one-half mile of a Metrorail

Station. Given that the site is located within one half mile of the Mount Vernon Square, Gallery Place, and Judiciary Square Metro Stations, the parking requirement under the proposed Zoning Regulations would be 28 parking spaces, which the development meets.

In the event that additional parking spaces are needed over the 48 provided on site, parking will be available in nearby parking garages via valet, and two valet parking spaces are proposed as part of the project. An assessment of nearby parking facilities revealed ample off-street parking availability within five to six blocks of the site that could absorb any valet or self-parking needs of residents, guests, and visitors. Further, the applicant has already obtaining letters of intent from the operators of four nearby parking facilities documenting the availability of parking spaces in the facilities to accommodate surplus parking from the project. These are depicted on Figure 6.

The development is projected to adequately serve the demands of the site due to the following various considerations:

- Well-situated to be served by the Gallery Place-Chinatown Metrorail station, and others, within walking distance of the site.
- Served by nine bus routes within a quarter-mile walking distance including Metrobus, Metro Express and DC Circulator routes.
- Capital Bikeshare has four existing bike share locations with 63 available docking stations near the site.
- The applicant has worked with DDOT to incorporate bicycle parking within the site. The design of these spaces will reflect similar dimensions as currently incorporated in other developments throughout the District. A total of 22 indoor bicycle parking spaces are proposed in the underground parking garage on-site.
- There are ample nearby off-street parking garages and surface parking lots within five to six blocks of the site that could accommodate valet operations or personal vehicle parking off-site.
- The site area has a walkability score of 95 as calculated by WalkScore.com, which is referred to as a “Walker’s Paradise”.

Given the urban nature of the site and its proximity to many non-auto modes of transportation, it is expected that the proposed amount of off-street parking will adequately serve the vehicular needs of the development based on the proposed use of the site.

Bicycle Facilities

As mentioned previously, at least 22 long-term bicycle parking spaces are proposed on-site in the underground parking garage. Short term outdoor bicycle parking along the perimeter of the development site will be provided in coordination with DDOT, exceeding required minimums.

Off-Street Parking

An evaluation of the off-street parking availability was also included in the survey of parking near the site. Given the site’s excellent access to numerous modes of transportation, minimal, if any, vehicular parking is anticipated to be necessary in addition to that being provided on-site. However, in the event that additional parking should be needed for residents, hotel guests, or employees, parking will be available in nearby parking garages. An assessment of nearby parking facilities

revealed available off-street parking near the site in parking garages within five to six blocks that could absorb any additional parking needs of the development. These are shown in Figure 6.

On-Street Parking

This section presents the findings of an on-street parking study, including full inventory of available parking spaces and a parking occupancy count within walking distance of the development site. The on-street parking study was conducted across an area considered to be within walking distance of the development site. An inventory of available on-street parking facilities was conducted that included tabulating the number of parking spaces by block face and identifying any relevant parking restrictions. The number of parking spaces inventoried within the study area totaled 146 parking spaces. The majority of the study area included metered parking spaces centered around commercial uses adjacent to the site.

Parking occupancy data was collected on Friday, March 28, 2014 every half hour from 5:00 to 8:00 PM to gather information on the parking occupancies of weekend evening conditions when residents, patrons, and visitors would most likely park on nearby streets. Table 5 gives a summary of the hourly utilization percentages for the weekday study period and Table 6 gives a summary of the hourly utilization percentages broken down by parking restrictions. It was determined that the weekday PM parking peak occurs from 8:00 to 9:00 PM with a parking utilization of 91 percent (or 133 vehicles occupying the 146 available spaces).

Table 5: Weekday Peak Parking Occupancy

	5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM	8:00 PM
Occupied Spaces	94	97	114	116	129	132	133
Available Spaces	52	49	32	30	17	14	13
Total Spaces	146	146	146	146	146	146	146
Utilization	64%	66%	78%	79%	88%	90%	91%

Table 6: Peak Hour Inventory and Occupancy Summary

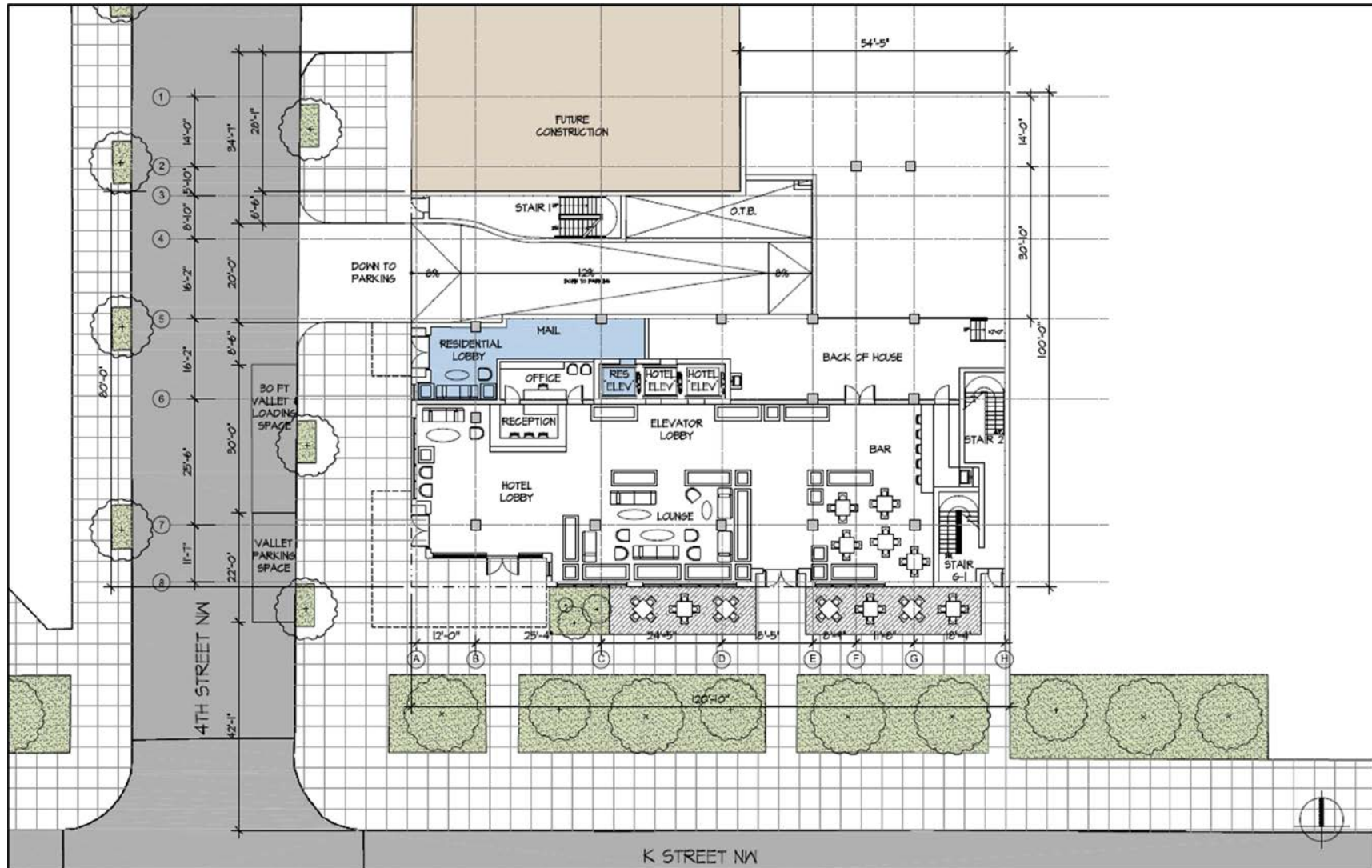
Space Type	Existing Number of Spaces	Peak Period	
	Friday Evening Peak at 8:00 PM	Occupancy	Utilization
RPP	22	22	100%
Metered	106	107	101%
Non-Metered	18	4	22%
All On-Street Spaces	146	133	91%

Generally, parking utilization gradually increases from 5:00 PM to 8:00 PM, with many of the spaces occupied in the vicinity of the site. The availability of parking near the site becomes more limited after 6:30 PM, when many of the metered parking spaces in the area are not enforced after 6:30 PM, indicating that people are coming home and parking for the night in the metered spaces. This contributes to an anomaly that the metered spaces are actually utilized at a higher rate

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than under metered conditions with more vehicles utilizing the curb space after 6:30 PM than meters exist, particularly along K and L Streets between 4th and 5th Streets. Many of the parking spaces surrounding the area are highly utilized; however, there is still a large amount of unrestricted parking available on the north side of K Street, between 2nd and 3rd Street along the bridge that spans across I-395 below.





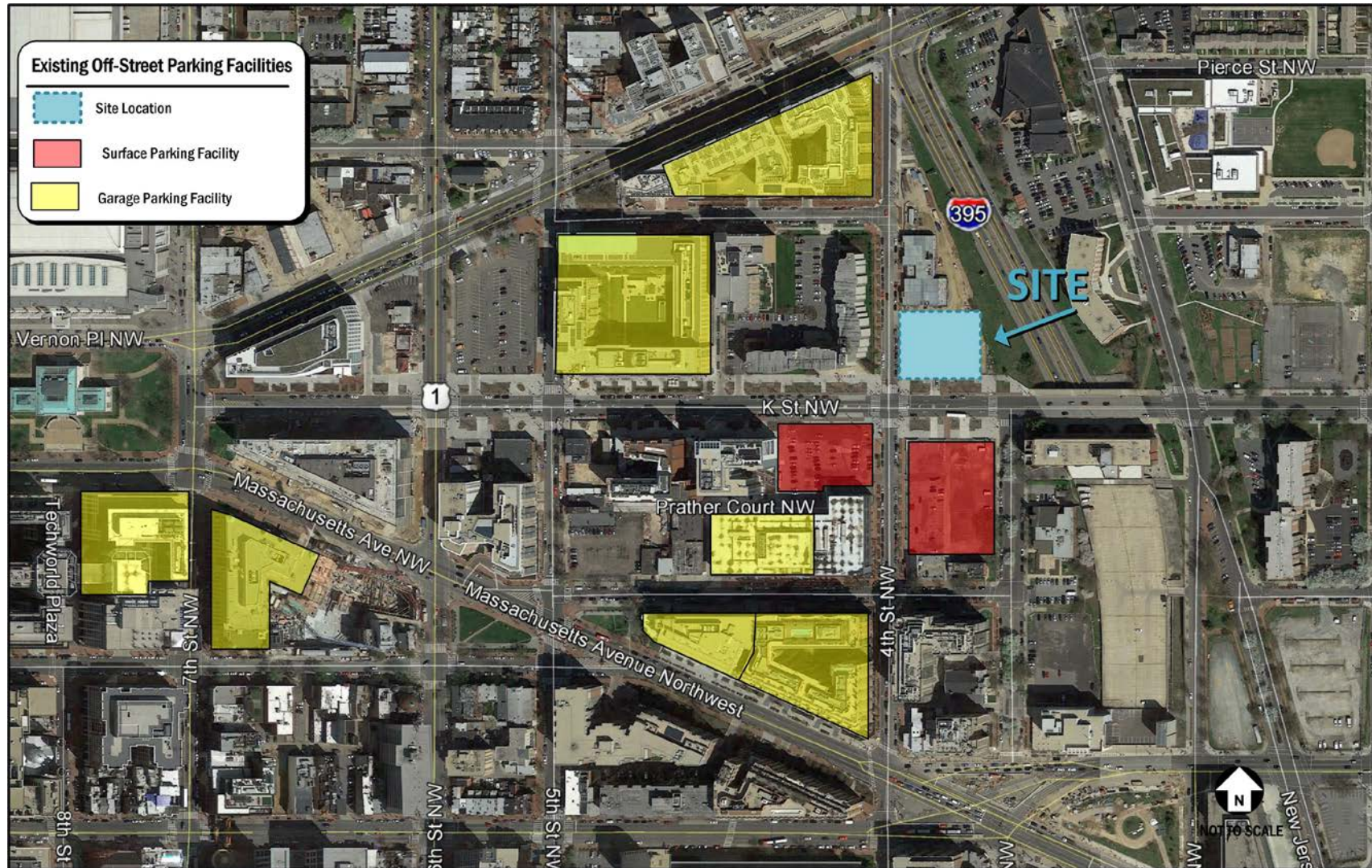


Figure 4: Nearby Off-Street Parking Facilities

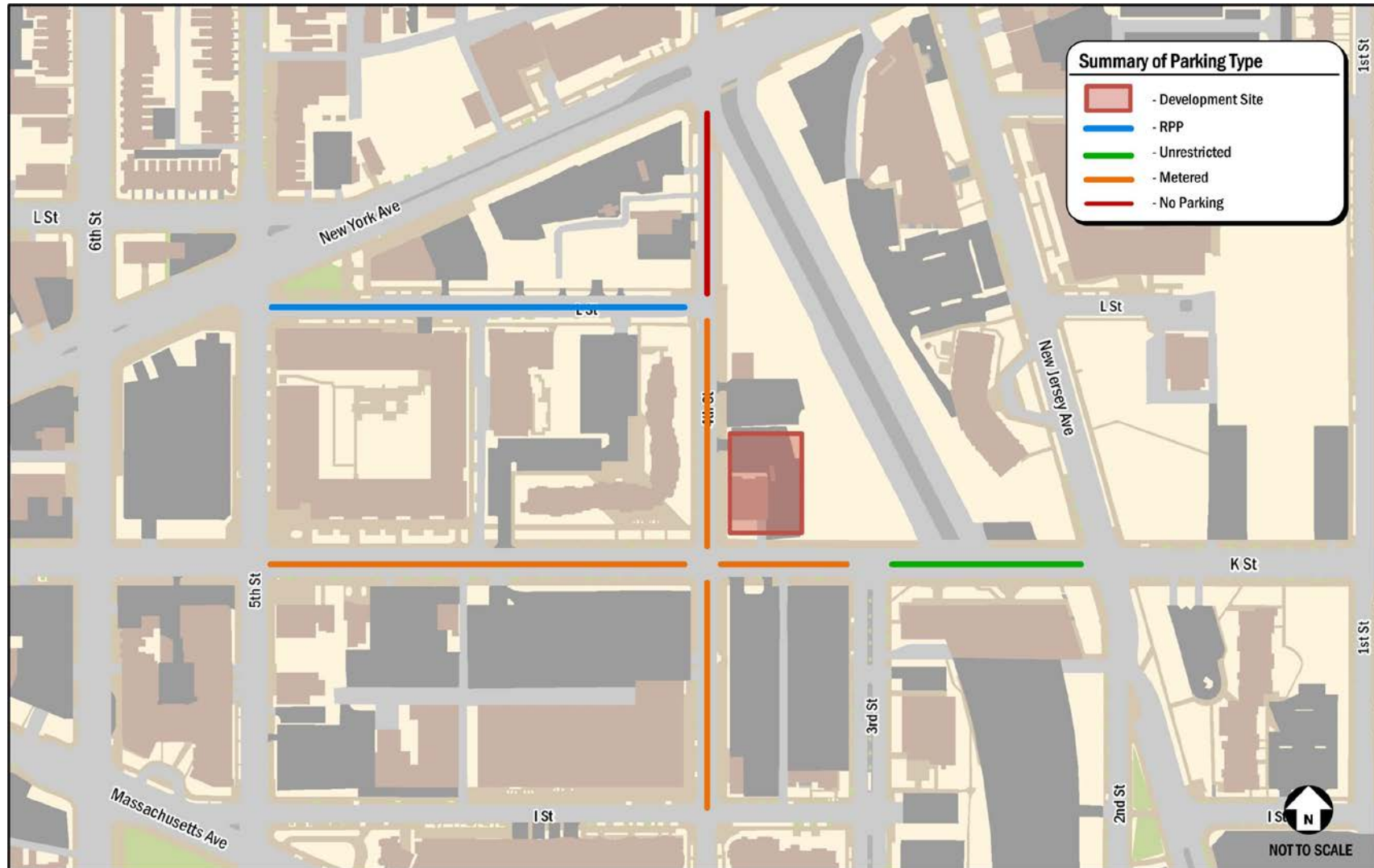


Figure 7: Parking Restrictions by Block Face

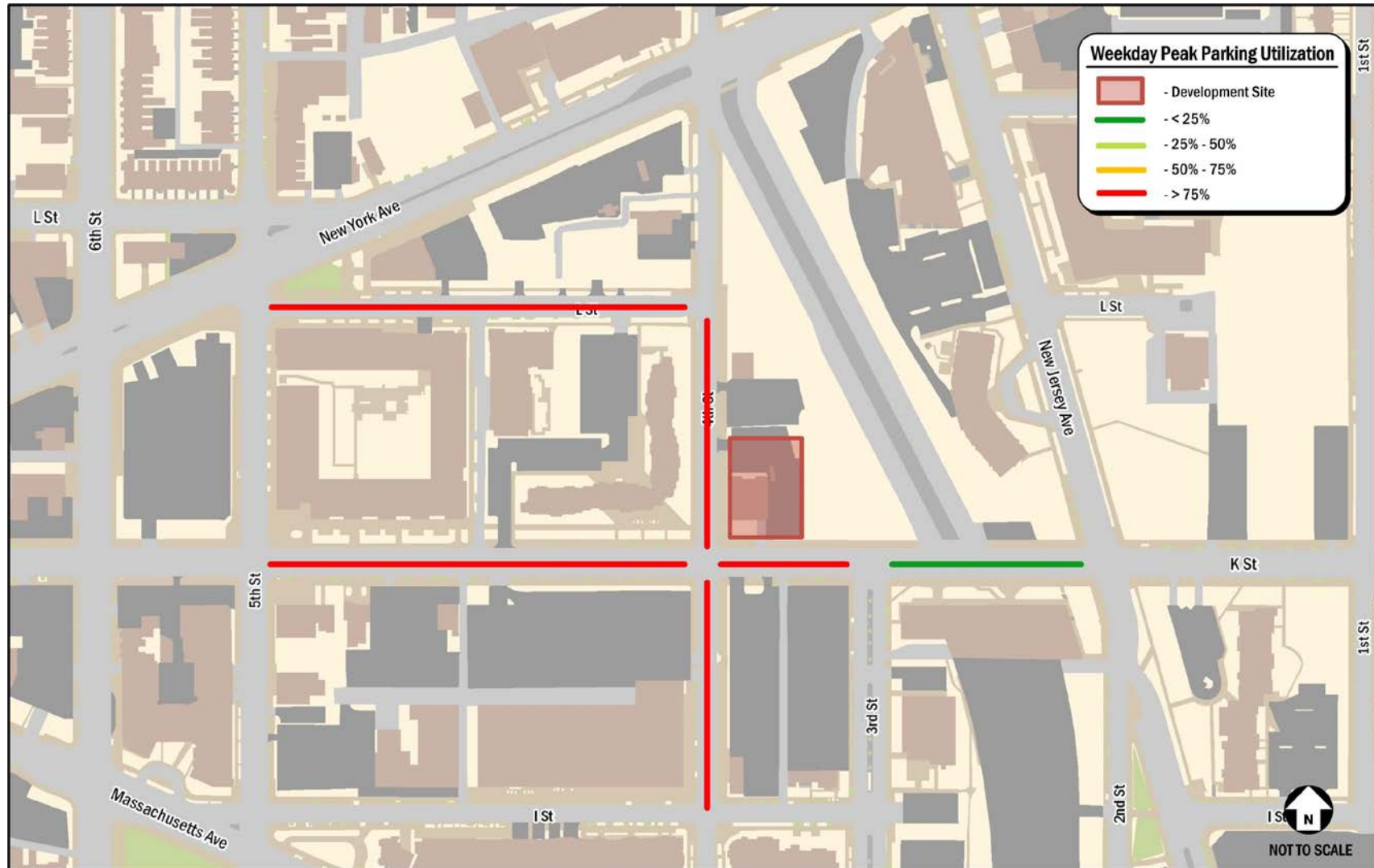


Figure 8: Weekday PM Peak Hour Street Parking Occupancy

Loading

The site is planned to provide a 20 foot service space, however the Zoning required 30 foot loading space and 100sf loading platform cannot be provided due to the compact nature of the site. As such, the Applicant is coordinating with DDOT to locate a loading space curbside on 4th Street adjacent to the parking garage curb cut that may also be used for valet operations, as shown on Figure 4. The number of truck trips generated by a project of this scale is relatively low. Based on previous studies, it is expected that the new project would not generate more than five to six (5-6) truck trips per day. These are likely to be primarily delivery trucks such as USPS, FedEx, UPS and other smaller delivery vehicles three to four (3-4) times per day. Given that the residential units are planned to be furnished, little to no truck activity is expected for residential move-in and move-out activities. However, two to three (2-3) larger trucks (up to 30 feet) could be expected per day for hotel deliveries.

All trash pick-up activity will occur curbside from the loading space. All trash bins will be fully enclosed within the building; the bins will be wheeled curbside only for trash pick-up and will be promptly returned to the trash room. At no time will trash bins be left curbside unattended for pick-up. Trash pick-up is expected one to two (1-2) times per day.

In addition, a loading management plan has been developed for the project. The goals of this plan are to minimize undesirable impacts to the neighborhood and to building tenants, reduce conflicts between truck traffic using the curbside loading space and potential valet operations, and ensure smooth operation of the loading operations through appropriate levels of management and scheduling. The components of the loading management plan are as follows:

- Vendors and on-site tenants will be required to coordinate and schedule deliveries and a loading coordinator will be on duty during delivery hours.
- Trucks accessing the on-street loading space will be limited to a maximum of 30 feet in length.
- All tenants will be required to schedule any loading operation conducted using a truck greater than 20 feet in length.
- Deliveries will be scheduled such that the on-street loading capacity is not exceeded and so as not to conflict with potential valet operations. In the event that an unscheduled delivery vehicle arrives while the loading space is full, that driver will be directed to return at a later time when the loading space will be available so as to not impede traffic along 4th Street.
- Deliveries from 30-foot trucks or 20-foot service vehicles will prohibited from being delivered directly from K Street and instead will be required use the loading area proposed on 4th Street.
- Trucks using the loading area will not be allowed to idle and must follow all District guidelines for heavy vehicle operation including but not limited to DCMR 20 – Chapter 9, Section 900 (Engine Idling), the regulations set forth in DDOT's Freight Management and Commercial Vehicle Operations document, and the primary access routes listed in the DDOT Truck and Bus Route System.
- The loading area operation will be limited to daytime hours of operation, with signage indicating these hours posted prominently at the loading space with notification also given to tenants. The use of the on-street space for loading will be coordinated with valet operations so as to determine the most optimal times for loading.

Transportation Demand Management

Transportation Demand Management (TDM) is the application of policies and strategies used to reduce travel demand or to redistribute demand to other times or spaces. TDM typically focuses on reducing the demand of single-occupancy private vehicles during peak period travel times or on shifting single-occupancy vehicular demand to off-peak periods. TDM's importance within the District is highlighted within section T-3.1 of the DC Comprehensive Plan, where it has its own dedicated section including TDM policies and actions.

Proposed TDM Plan

Based on the DDOT expectations for TDM programs, and analyzing the specific attributes of the development site, the following outlines the proposed TDM plan for the 317 K Street development.

- **Transportation Management Coordinator (TMC)**

Effective Transportation Management Programs (TMPs) require a coordinator to implement and manage TDM strategies. The TDM plan is designed to encourage alternate modes of transportation vs. a private vehicle to and from the property. As such, the TDM plan will be implemented and managed by a selected coordinator at the development. A member of the property management group will serve as primary point of contact and will be responsible for coordinating, implementing and monitoring the TDM strategies between all uses on site, as identified below. This responsibility includes the development and distribution of information and promotional brochures to residents, hotel guests, visitors, and employees regarding transit facilities and services, pedestrian and bicycle facilities and linkages, ridesharing (carpool and vanpool), and car sharing. This person will also be responsible for ensuring the plan's effectiveness, and improving upon it over time, if necessary.

- **On-Site Services**

A TransitScreen will be installed in the hotel and residential lobbies to provide residents, hotel guests, visitors, and employees available transportation choices and provide real-time transportation updates. While all residents and guests will enjoy the information on the TransitScreen, it is envisioned that the ease of transportation alternatives at this location, including the real-time transportation information in the hotel and residential lobbies, will be one of the factors in residents' and guests' decisions to patronize at this location. The TransitScreen is just one tool for residents, guests, and employees to utilize, in order to aid them in opting for transit-related modes of transportation vs. driving a private vehicle. In addition, the TMC will make printed materials related to local transportation alternatives available to residents, guests, and employees upon request. These printed materials may include, but are not limited to, Metrorail and Metrobus maps and schedules, Capital Bikeshare maps, DC Circulator maps, and other non-auto services.

- **Marketing Program**

The TMC will establish a TDM marketing program that provides detailed transportation information and promotes walking, cycling, and transit. This program will consist of a multi-modal access guide that provides comprehensive transportation information compiled in a brochure for distribution and/or provided on hotel and residential websites. The marketing program will also provide website links to CommuterConnections.com and goDCgo.com, which provide transportation information and options for getting around the District. Additionally, this marketing program will promote useful smartphone apps to direct residents, guests, and employees to useful commuting options such as Lyft, Uber, RideScout, CapitolHop, Embark DC Metro, MyNextBus, and WMATA.com.

With respect to hotel guests, the TDM marketing program will include a multi-level approach, as follows:

First – Prospective guests will be informed about parking and alternate modes of transportation as part of the pre-reservation and reservation process, through check-in. The importance of effectively communicating what guests should expect with regards to parking and transportation should not be taken lightly. To that end, potential guests will be thoroughly informed regarding transportation alternatives and parking information so that guests know what to expect when booking a reservation. Detailed transportation and parking information will be prominently displayed on:

- The hotel and restaurant websites
- Online Travel Agency (OTA) websites
- Other on-line booking and informational website the hotel or restaurant partners with (including rating review websites)
- Email booking confirmations
- Email booking reminders
- Verbally via reservationists
- Printed brochure available for distribution

All information will emphasize and encourage alternate modes given the hotel's convenient location near several Metrorail stations. These alternate modes will include regional travel options that include Union Station and the nearby airports and their connections to the hotel via commuter rail, Metrorail, intercity bus, taxi, Uber, and carshare.

Second – As noted above, hotel confirmations will contain notice to guests that limited parking is available on-site and that the hotel encourages and emphasizes alternative modes. The reservation email will provide the alternative transportation options and the locations of off-site parking facilities, in the event guests decide to drive and will assist guest in planning ahead to use alternative methods of transportation.

▪ *Hotel Guest Transportation Incentives*

To help encourage non-auto transportation uses, the hotel operator will offer, and the TMC will coordinate, daily Capital Bikeshare passes to hotel guests as a part of Capital Bikeshare's Bulk Membership program for hotels. These daily passes will be available upon request for hotel guests. The Capital Bikeshare pass incentive to guests will be prominently displayed on the various booking sources for the hotel. While it is not expected that hotel guests will arrive for their stay via Capital Bikeshare, the passes will be offered to guests as a convenient mode of transportation, thereby lessening the need for a personal vehicle during their stay.

▪ *Resident Transportation Incentives*

To help encourage non-auto transportation uses among residents, the Applicant will offer the first occupant of each residential unit with a one-time, one-year carsharing membership and application fee, a \$100 Smartrip card, or a one-time, one-year Capital Bikeshare membership to help alleviate the reliance on personal vehicles. These incentives will be offered in a move-in transportation package that includes brochures for transit facilities as well as bicycle and car sharing services for the first occupant of each residential unit.

- *Bicycle Amenities*

The operator will encourage all alternative transportation modes including bicycling. Bicycling will be promoted for employees, hotel guests, and residents with the provision of secure on-site bicycle parking spaces as well as exterior temporary bicycle parking. These spaces will be provided at a rate that exceeds current requirements and will be provided consistent with the rates proposed in the Zoning Regulations Review (ZRR) currently under consideration. The TDM marketing program will include brochures and links to websites on bicycling in the District and for Capital Bikeshare.

- *Ride-matching/Ridesharing Program*

Employees who wish to carpool will be provided detailed carpooling information as part of the TDM marketing program and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments (MWCOC), as described above.

Conclusions

This memorandum presents the findings of a Comprehensive Transportation Review for the 317 K Street development. The proposed development consists of 30 furnished residential units and a 200-room hotel. The following conclusions were made regarding the development:

- The site is surrounded by an extensive network of transit, bicycle, and pedestrian facilities that results in an adequate environment for safe and effective non-auto transportation;
- Based on the site location near ample transit services, the surrounding mixed-use walkable location, and an aggressive TDM plan, the proposed parking will adequately serve the needs of the development;
- Based on an estimation of loading activity for the development, it was determined that the amount of loading activity expected to take place at the site will be adequately served by the on-street loading area proposed along 4th Street; and
- A TDM plan for the development will include the implementation of a TDM coordinator, on-site services, a marketing program, transportation incentives, bicycle amenities, and ride-matching/ridesharing programs.