

EXHIBIT R
TRANSPORTATION DEMAND MANAGEMENT (TDM) MATRIX

TDM Program	Georgetown University (GU) 		Georgetown University Hospital (GUH) 	
	Faculty/Staff	Students	Employees (nurses, DRs, staff), 8-5 & 7-7 shifts	Patient/Visitors
On-site Transportation Coordinator	Existing: All TDM coordinated through the Office of Transportation Management (OTM)		Existing: All TDM currently coordinated through Office of the Asst Vice President for Safety Management / Environmental Quality	
	GU – 2010 Plan Initiatives: OTM will maintain coordination responsibilities.		GUH – 2010 Plan Initiatives: GUH will designate one additional staff to support the Campus Transportation Coordinator.	
	GU and GUH Combined – 2010 Plan Initiatives: Establish a formal program to coordinate and combine TDM efforts, including monitoring and reporting, among GU and GUH coordinators.			
TDM Marketing	Existing: • Comprehensive OTM website provides information on all campus initiatives, including GUTS service, alternatives to parking, carpooling, and parking policies and rates. • OTM website features, including GUTS schedules, easily accessible from smartphones and other personal devices GU – 2010 Plan Initiatives: Enhance transportation website with improved materials on TDM initiatives and direct links to real time transit information.		Existing: Current activities are somewhat informal. GUH – 2010 Plan Initiatives: GUH will formalize and emphasize this activity through its various media (website, monthly newspaper - The Georgetown Star, brochures, on-site postings, etc.) Employees making major contribution will be recognized (for example, 4-person carpools would be publicized, “bike rider” articles would be featured on the website and other media, DDOT bicycle program manager would be invited to write feature articles and to make site visits/presentation if practicable.)	
	GU Faculty – 2010 Plan Initiatives: Provide “Commuting Options” information to faculty and staff (attached).	GU Students – 2010 Plan Initiatives: Provide “Getting Around the DC Area” information to incoming students on or before first move-in (attached).	GUH Staff – 2010 Plan Initiatives: Establish website targeted to employees, with improved materials on TDM initiatives and direct links to realtime transit information.	GUH Patients – 2010 Plan Initiatives: Establish website targeted to patient/visitors, with improved materials on TDM initiatives and direct links to realtime transit information.
GUTS	Existing: GUTS currently provides free, direct, express connections to multiple locations for over 2 million riders per year (doubled from 1 million/year in 2000). GUTS takes the equivalent of approximately 7,750 vehicles per day off neighborhood streets.			
	2010 Plan Initiatives Already Underway – Creation of on-campus loop to expand GUTS service to both ends of campus and facilitate rerouting of GUTS buses off neighborhood streets to Canal Road (GU)			
	GU and GUH Combined – 2010 Plan Initiatives: • Enhance on-campus stops, signage, and amenities to improve passenger experience and provide appropriate schedule for GUTS service at bus stops. • Improve marketing of GUTS on population-specific TDM websites, including maps of routes and travel information on GUTS service.			
	GU Combined– 2010 Plan Initiatives : Capitalize on loop to improve use of Dupont Circle shuttle by University populations concentrated at south end of campus and use of Rosslyn and Arlington shuttles by University populations concentrated at north end of campus.		Existing: Significant GUTS ridership, particularly by administrative staff, but noticeably by patients and visitors as well.	
		GU Students – 2010 Plan Initiatives: • Provide maps and schedules to incoming students upon move-in and/or registration.	GUH – 2010 Plan Initiatives: • Capitalize on loop to improve use of Rosslyn and Arlington Loop shuttles by Hospital staff, patient, and visitor populations concentrated at north end of campus. • Provide maps and schedules to physicians referring patients to GUH.	
Transit	Existing: • GU has approximately 246 employees who utilize SmartBenefits (pre-tax transit deduction). • GUTS provides connections to Rosslyn and Dupont Circle Metrorail stations as well as DC Circulator • Metrobus routes stop near both north and mid campus (G2@ 37th & O, D6 @ Reservoir Road) DC Circulator Union Station Route travels near campus along Wisconsin and M Streets		Existing: • GUH has approximately 150 employees who utilize SmartBenefits.	
	GU Combined – 2010 Plan Initiatives: • Improve information on websites, including maps of specific routes that serve campus and information on connections via GUTS and other services. • Encourage greater participation in Smartbenefits. • Coordinate with WMATA on making SmarTrip cards available on campus.		GUH – 2010 Plan Initiatives: • GUH will strongly promote transit ridership. • The employee transportation survey will identify measures to further incentivize transit usage.	
		GU Students – 2010 Plan Initiatives • Provide detailed information on transit options to incoming students during move-in orientation (attached) • Explore partnership opportunities with WMATA for student discounts (internships, Verizon Center, etc)		

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Carpooling	Existing: • Carpools get preferred spaces & lower prices; \$49/month (2-person); \$33/month (3-person); free for 4-person or more • OTM runs matching service • Approx. 143 participants in 68 carpools. GU Faculty – 2010 Plan Initiatives: • Promote registration with Commuter Connections Guaranteed Ride Home program to encourage greater participation. • Improve marketing of program.	GU Students – 2010 Plan Initiatives: • Bring Zipcar closer to campus to encourage student carsharing.	Existing: • Some carpooling in place but self-organized basis and with no formal incentives • Approximately 112 participants. GUH Staff – 2010 Plan Initiatives: • Will provide financial incentives through reduction of parking costs for ride-sharing. Incentives will range from \$45 for 2-person parkers to free for 4-person and more • Issues and constraints related to healthcare providers, work schedules, and the pressing need for easy access to vehicles in responding to emergency situations.	Existing: • The nature of the healthcare service has built-in levels of shared ridership, with significant drop-off and support by family members particularly during visitation. • The parking rates for non-medical visits are quite high (\$10 first hour to \$25 per day). These rates are comparable and generally higher than charges within downtown area of DC. GUH Patients – 2010 Plan Initiatives: • Issues and constraints related to patient profiles and mobility/access needs.
	GU and GUH Combined – 2010 Plan Initiatives: Coordinate matching between GU and GUH populations.			
Car-Sharing; Electric Cars	Existing: Car-sharing services available in Rosslyn with free shuttle service between campus and Zipcar site. 765 members of GU community registered as Zipcar users.		Existing: • GUH provides spaces for taxis, assists patients in accessing taxis and Metro Access vehicles, and encourages ride-sharing by patients wherever circumstances make it practical. GUH – 2010 Plan Initiatives: • GUH is prepared to initiate contact with ZipCar, and will allocate high-visibility locations for use within the campus. • GUH will publish these features on website. • GUH will promote shared car usage by employees as part of the carpool initiatives	
	GU – 2010 Plan Initiatives: • Reach out to Zipcar/other services to identify projected demand and location for cars based on campus and off-campus populations. Identify location for and set aside minimum number of spaces on campus. (ongoing) • Monitor usage and expand or shrink capacity over time to respond to actual utilization. GU Faculty – 2010 Plan Initiatives: • Toyota Electric Vehicle Research Initiative: make available two plug-in Prius hybrid cars for three-month test-drives. • Level 2 Electric Charging stations (already in Garage 4).	GU Students – 2010 Plan Initiatives: • Worked with Zipcar to reduce rates/waiver of application or membership fees for students (completed) • Aggressively market Zipcar as alternative to private automobile use by students living near campus.		
Bicycle Parking and Policies	Existing: • 1,616 parking spaces throughout campus, some covered in parking garages • Bicycle registration program • Allow use of recreation facility showers for commuting faculty/staff.		Existing: • GUH currently has bike rack locations accommodating approximately 30 bicycles. GUH – 2010 Plan Initiatives: • GUH has initiated procurement for approximately 100 bike rack locations. (These will meet DDOT's design guidelines and will be dispersed at various locations to provide convenience and visibility.) • GUH will increase shower facilities to 8 locations within different buildings of the hospital complex. • GUH will market a bicycle commuting program on website and publish local area bicycle route maps showing major commuting corridors to campus. • GUH will provide bike valet services for patients/visitors.	
	GU Faculty – 2010 Plan Initiatives: • Upgrade frequently used bike parking locations with covered parking spaces. • Market bicycle commuting program on website. Publish GU-specific bicycle route maps showing major commuting corridors to campus.	GU Students – Existing Initiatives: access to showers either at residence halls or at Yates Recreation Facility.		
Bike-Sharing	GU Ongoing and 2010 Plan Initiatives: • Rack located on campus at 37th and O Streets, NW • Promote use of bikesharing by GU community; work with Capital Bikeshare to investigate additional potential locations on or near campus.			
	GU Faculty – 2010 Plan Initiatives: • Information distribution on Bikeshare through the Blue and Gray (bi-weekly faculty and staff newsletter) and broadcast email messages.	GU Students – 2010 Plan Initiatives: • Capital Bikeshare participates in New Student Orientation; similar outreach to be arranged for returning student populations. Marketing in residence halls.		

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Parking Policies and Pricing	Existing : - On-Campus Permits: \$135-\$147/month - Satellite Lots: \$55 - \$110/month - Carpools: reduced rates range from \$0 for 4-person to \$49/month for 2-person - Only tenured/tenure track faculty are guaranteed parking on campus. GU Faculty – 2010 Plan Initiatives: - Maintain discounted rates for satellite parking to increase use and open up on-campus spaces for visitors. - As needed, shift current on-campus permit parkers to satellite facilities to open up on-campus spaces for visitors.	Existing: - On-campus students are prohibited from bringing cars. - No on-campus parking permits are issued to students; commuter student permits limited to satellite lots. - Evening students can park on campus after 5 PM for \$3; access from Canal Road improved to facilitate ease of access. - All students can park on campus on weekends for free to discourage parking on residential streets GU Students – 2010 Plan Initiatives: - Discourage all students from bringing cars. - Provide Zipcars as alternatives to car ownership.	Existing: - Permits: \$68-\$120/month - Some carpooling in place but self-organized basis and with no formal incentives GUH Staff – 2010 Plan Initiatives: - Will provide financial incentives through reduced parking costs for ride-sharing Incentives will range from \$45 for 2-person parkers to free for 4-person and more - Issues and constraints related to healthcare providers, work schedules, and the pressing need for easy access to vehicles in responding to emergency situations.	Existing: \$2/hour or \$6/day for patients and immediate families \$10 first hour to \$25 per day maximum for visitors GUH Patients – 2010 Plan Initiatives: - Encourage use of alternative modes (GUTS, biking, Metro bus, SmartBike, ZipCar) through promotions on GUH website and information dissemination during scheduling of visits. - Issues and constraints related to patient profiles and mobility/access needs.
	GU Combined – 2010 Plan Initiatives: - Improve parking allocation and management to maximize utilization of existing supply. Potential technologies include electronic monitoring of available capacity and electronic messaging to identify location of available spaces in SWQuad. - Monitor and analyze parking utilization during peak periods of use to establish need for additional visitor parking. - With additional parking spaces, maintain same ratio of faculty and staff to parking permits as exists currently, leaving remainder of spaces for guests and evening students.		GUH Combined – 2010 Plan Initiatives: - Conduct transportation usage surveys to identify opportunities for improved allocation and management of permits to maximize utilization of existing supply. - Investigate potential technology upgrades including electronic monitoring of space availability along with electronic messaging to facilitate greater efficiency and increase practical capacity.	
Satellite Parking, Commuter Lots, and Satellite Locations	Existing: - Rosslyn – parking spaces secured for regular satellite parkers. Additional spaces secured as-needed based on demand (approx. 40-50 spaces currently leased) - Wisconsin Ave (Harris Bldg) – approx. 27 park in Harris bldg; approx. 100 spaces available but not yet used except for large-scale events. - Commuter lot in Montgomery County served by GU commuter bus service (Free parking; \$49/mo for bus) GU Faculty – 2010 Plan Initiatives: - Promote and maximize use of Harris bldg satellite parking with additional incentives and communication. - Identify additional opportunities for satellite parking, and encourage greater participation through pricing and other incentives.	Existing: - Commuter students limited to permit for satellite parking lots (Daily students park on-campus for evening and weekend classes and events.) GU Students – 2010 Plan Initiatives: - Locate some SCS programs off-campus to reduce evening demand or identify satellite parking for evening students. - Require ALL daily student parkers to park in satellite lot during the day.	Existing: GUH/MedStar currently operates over a dozen satellite offices supporting the Georgetown University Hospital. These are favorably distributed within suburban Maryland and northern Virginia suburbs, where large portions of GUH employee reside. These sites accommodate approximately 330 employees and 650 patients per day. GUH Staff – 2010 Plan Initiatives: Based on the healthcare delivery pattern indicated in the narrative, GUH faces constraints in locating medical staff in satellite offices. The existing sites serve primarily administrative staff.	Existing: Ten of eleven existing satellite offices provide for medical and surgical care. This is in line with MedStar policy of enhancing convenience to clients wherever practical. GUH Patients – 2010 Plan Initiatives: As part of MedStar strategic planning opportunities for expanding off-site facilities will be examined.
	GU and GUH Combined – 2010 Plan Initiatives: - Coordinate to maximize efficiency and utilization of satellite or commuter parking lots and related shuttle routes. - Capitalize on improved shuttle bus access to campus as a result of Loop Road. - Monitor initiatives over fixed trial period and make utilization information publicly available as a precursor to new parking on campus.			