

related traffic leaving the campus, which is heavily reliant on the availability of gaps in traffic along Reservoir Road to make turns. Because a capacity analysis is inherently unable to capture and assess the ability of drivers to use such gaps in traffic, the report also includes an analysis of simulations that modeled such activity. The simulations concluded that the forecasted delays may not actually materialize, because adequate gaps for traffic will be available.

DDOT has asked the University and the Hospital to undertake annual evaluation of the intersection through a signal warrant analysis in order to determine whether signalization is required in the future and, if it is required, implement the design and construction of the signal. The University and the Hospital are evaluating this request.

2.5 Transportation Demand Management

GU does more than other DC-based universities to manage traffic demand and promote a broad range of travel options. These efforts are successful, as evidenced by the fact that campus populations exceed regional averages for transit use. Table 9 shows the campus TDM Matrix, which contains a summary of all existing and proposed TDM measures.

GU TDM measures not already discussed above include the following:

- **Transportation Coordinator:** GU coordinates all transportation programs through the Office of Transportation Management (OTM) while GUH coordinates transportation programs through the Office of the Assistant Vice President for Safety Management / Environmental Quality.
- **Marketing:** GU's OTM website provides information on all campus transportation initiatives and programs while GUH TDM marketing initiatives are somewhat informal.
- **Carpooling:** GU provides preferred parking spaces and lower permit prices for carpool participants. This year, 169 faculty/staff are participants in 72 carpools. (This represents an 18% increase in carpool users from the prior year.) GUH has some carpooling in place but it is self-organized and with non-formal incentives.

The following improvements are recommended for the University and Hospital TDM programs:

- **Maintain successful elements from the existing TDM program:**
 - Continue to work with local transportation agencies to widely disseminate regional transportation information.
 - Continue and expand the carpool program, promoting the web-based matching service for Georgetown faculty and staff and offering significantly reduced parking fees as incentive.
 - To the extent possible, continue to schedule events so the start time does not coincide with local traffic rush hours. GU currently discourages driving and parking for events, and will continue to provide transportation information in the marketing of special events. The University will also explore transit subsidies for event ticket sales, but notes that few events include such ticket sales. Maintain all University TDM programs under the purview of a single department to assure integration within the campus and with public programs. Work with MedStar to integrate management of the Hospital and University TDM programs.
- **Work with DDOT and ZipCar to provide access to car-share vehicles closer to campus.** The University is currently discussing the possibility of approximately 3 Zipcars spaces on campus.
- **Develop and implement a comprehensive marketing program and campaign for all TDM strategies.**

- Incorporate information on transportation options into new employee orientation and new hire information packets. The GU will hold semi-annual transportation fairs to increase awareness of available transportation options.
- Regional Guaranteed Ride Home will continue to be provided to any employee taking any alternative transportation option, not just carpooling. This free option will be marketed to all employees to increase biking, walking, and transit as well as carpooling.
- Develop a means of monitoring the comprehensive TDM program to collect performance data, which will be used to identify both effective and wasteful strategies, to determine additions and deletions to the program and to show progress from year to year. As part of the monitoring program, GU will provide DDOT with annual performance reports including but not limited to annual employee or student (traditional, non-traditional, and continuing education students) commuter survey to be provided to DDOT, OP, the ANC and be made available to the public. The annual performance reports include the following information:
 - Mode split surveys of the campus population, broken down by students (including traditional, non-traditional, and continuing education students) and employees
 - Current parking inventory and occupancy on a typical weekday
 - Number of monthly parking permits sold per year
 - Parking availability on surrounding neighborhood streets
 - Number of registered carpools
 - Zipcar and Capital Bikeshare usage data (to the extent available)
 - Number of people signed up for SmartBenefits
 - GUTS ridership by route
 - Inventory and occupancy of bike racks on campus

Table 9: 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) GU – 2010 Plan Initiatives: OTM will maintain coordination responsibilities. 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.		Existing: All TDM currently coordinated through Office of the Asst Vice President for Safety Management / Environmental Quality GUH – 2010 Plan Initiatives: GUH will designate one additional staff to support the Campus Transportation Coordinator.	
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. 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.	
		GU Students – 2010 Plan Initiatives: Provide maps and schedules to incoming students upon move-in and/or registration.		
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 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.		Existing: - GUH has approximately 150 employees who utilize SmartBenefits. 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)		

TDM Program	Georgetown University (GU) 		Georgetown University Hospital (GUH) 	
	Faculty/Staff	Students	Employees (nurses, DRs, staff), 8-5 & 7-7 shifts	Patient/Visitors
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. 169 participants in 72 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. 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.	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	
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. 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. GU Students – 2010 Plan Initiatives: • Upgrade bike parking facilities at residence halls to include covered, secure bike parking. • Upgrade bike parking in front of major student destinations. • Create maps of bicycle routes and facilities targeted to students, publish on website and include in packet to incoming students.	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.	
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.			

TDM Program	Georgetown University (GU) 		Georgetown University Hospital (GUH) 	
	Faculty/Staff	Students	Employees (nurses, DRs, staff), 8-5 & 7-7 shifts	Patient/Visitors
Parking Policies and Pricing	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.		
	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.	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.
	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.		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.	GUH Patients – 2010 Plan Initiatives: As part of MedStar strategic planning opportunities for expanding off-site facilities will be examined.