

MEMORANDUM

To: UDC Campus Plan Team

Daniel VanPelt, P.E., PTOE

Robert Schiesel, P.E.

Date: May 24, 2011

Subject: Transportation Demand Management (TDM) Commitments for UDC Campus Plan – **REVISED**

Based on interactions with DDOT, ANC and community representatives, the Transportation Demand Management commitments have been revised to reflect more specificity with regards to several of the elements.

TDM Commitments

- UDC will designate a TDM Coordinator, who will be responsible for implementing, monitoring and marketing the TDM programs. The TDM Coordinator is Shauna Brew, Auxiliary Services Business Manager – Facilities & Real Estate; UDC will update DDOT if this position changes in the future.
- UDC will dedicate at least \$25 of the Sustainability Fee paid by students each semester to be used toward any of the following transportation options:
 - SmarTrip card with at least \$20 preloaded
 - Annual Zipcar carsharing membership (or other appropriate carsharing provider)
 - Annual Capital Bikeshare membership
- UDC will adjust parking rates in its main parking garage to help deter single-occupant driver parking, and raise revenue for TDM programs. The student, faculty and staff rates will be adjusted yearly over the next 3 to 5 years to maintain a peak occupancy level within the parking garage of 80-90% on a typical weekday. This adjustment will begin no later than the fall 2011 semester.
- UDC parking rate structure will be adjusted to market rates to prevent non-University patrons (public) parking within the UDC garage at lesser rates than public garages in the Van Ness neighborhood. Additionally, UDC will no longer offer free parking at any time. (Currently due to the limits of the garage management controls, parking is free nights and weekends.) This change will begin no later than the fall 2011 semester with the implementation of a new automated revenue control system.
- UDC will provide preferred parking for carpools in the parking garage, at a discounted rate; the carpool parking rate will be at least half the typical parking rate. UDC will begin and market a ride-matching service, possibly through Zimride.com, and will require all carpool participants to register with Commuter Connections.
- UDC will interact with ZipCar to seek the placement of carsharing spaces on the Van Ness Campus and additional vehicles in the vicinity of campus.

- UDC will provide preferred parking for alternative fuel vehicles.
- UDC is seeking to provide at least one (and possibly more) electric vehicle charging station and intends to do so subject to infrastructure or other constraints that are presently under review.
- UDC will promote transit commuting benefits for faculty and staff via the SmartBenefits program. Currently the maximum pre-tax allowed amount is \$230 a month.
- UDC will enhance its bicycle parking inventory on campus. The current inventory contains two bicycle racks, located at Building 44 and Building 39. Over the course of the Campus Plan, UDC will add short and long-term spaces to enhance supply for a total number of at least 150 bicycle parking spaces. The bicycle parking recommendations are shown on Figure 1. The utilization of bicycle parking will be evaluated with the TDM monitoring and additional parking will be added when the bike parking is consistently occupied and there is a demonstrated need.
- UDC will implement commuting benefits for bicycle riders by participating in the tax-free \$20 per month bicycle commuting benefit.
- UDC will market these programs, as well as MetroRail, MetroBus, ZipCar, Capital Bikeshare and any other transportation programs via a detailed website, an information kiosk on campus (possibly located in the new Student Center), and other targeted events such as the Sustainability Transportation Campaign slated for Fall 2011. UDC will reach out to WMATA to investigate adding a SmarTrip kiosk on campus. The website will contain sections oriented to different users, including faculty/staff, students, and visitors. Any students living on-campus will be provided with a packet of information upon or prior to moving-in. New faculty/staff hires will be provided with a similar packet of information.
- UDC will perform annual monitoring to understand student, faculty and staff mode choice in relation to TDM practices, parking pricing and University transportation policies. The monitoring will be used to inform future TDM and parking related decisions to further incentivize non-auto modes and minimize impact by the University on the surrounding community.

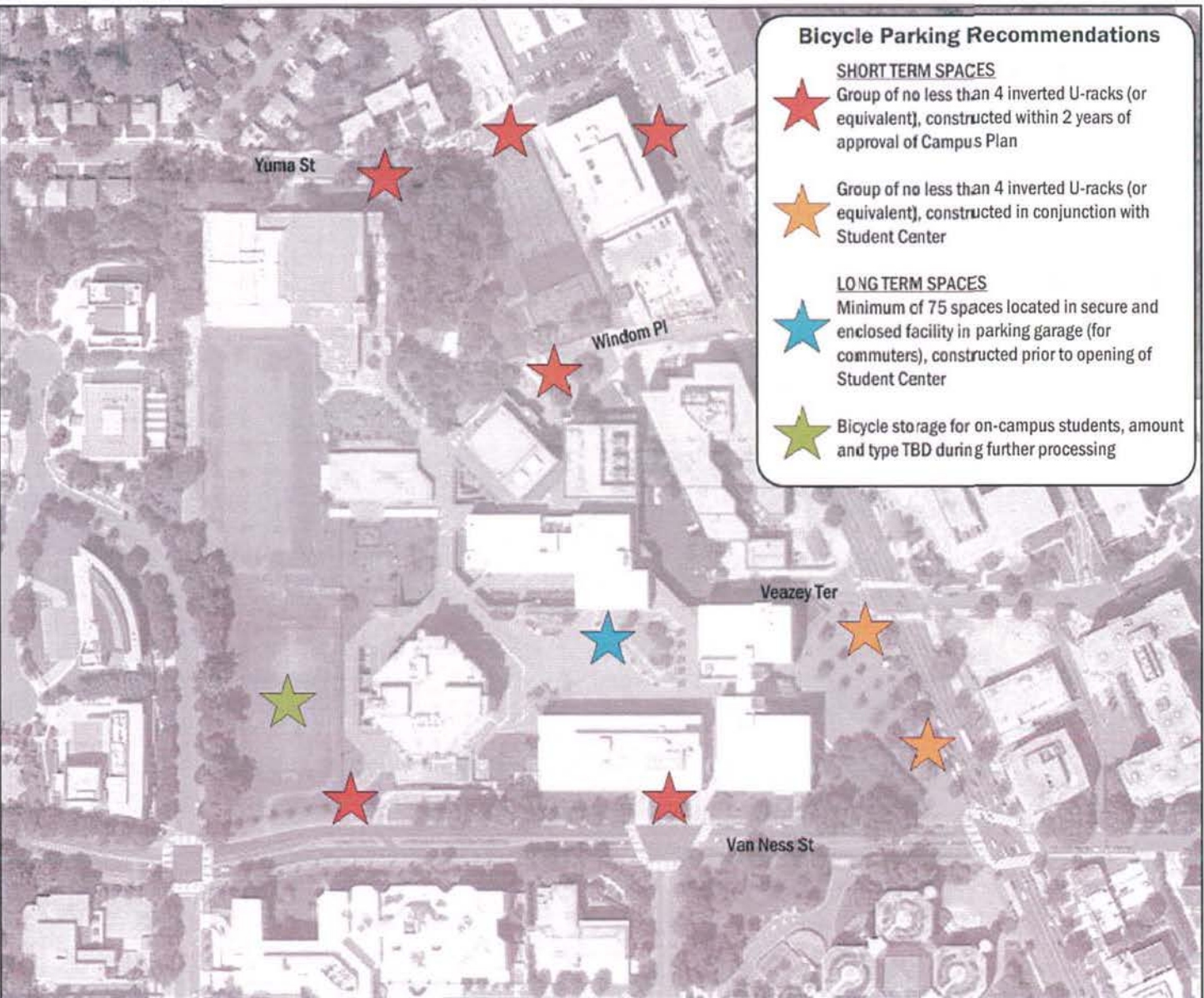


Figure 1: Bicycle Parking Recommendations