





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 primarily focuses on reducing the demand of single-occupancy private vehicles during peak period travel times. TDM plans implemented for private developments reduce the demand on public parking and contribution to traffic congestion by incentivizing usage of other modes of transportation. 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

The Cleveland Park Library project lends itself to a successful robust TDM program based on its location close to existing transit, the availability of nearby bikeshare and carshare facilities, and the engaged neighborhood surrounding the development that allows for more walkable personal trips. Based on the DDOT expectations for TDM programs, success with other TDM programs for similar development sites, and analyzing the specific attributes of the development site, the following outlines the proposed TDM plan for the Cleveland Park Library:

- *Transportation Management Coordinator (TMC)*
Effective Transportation Management Programs (TMPs) require a coordinator to implement and manage TDM strategies. An employee of the library would be a point of contact and would be responsible for coordinating, implementing, and monitoring the TMP strategies. This would include the development and distribution of information and promotional brochures to visitors regarding transportation facilities and services including transit, pedestrian, and bicycle facilities and linkages. In addition, the TMC would be responsible for ensuring that loading and trash activities are properly coordinated and do not impede the pedestrian, bicycle, or vehicular lanes adjacent to the development. The contact information for the TMC would be provided to DDOT/Zoning Enforcement with annual contact updates.
- *On-Site Services*
The TMC will make printed materials related to local transportation alternatives available to visitors and employees upon request.
- *Bicycle Amenities*
The Applicant will provide short-term bicycle parking spaces and a bicycle repair station along the perimeter of the site. Long-term bicycle storage and shower facilities will be provided in the interior of the building. The marketing program will include brochures on bicycling in the District and for Capital Bikeshare.

Conclusions

The Cleveland Park Library development consists of replacing the existing library with a new library as part of a larger, citywide library modernization program. The following conclusions were made regarding the Cleveland Park Library development:

- The site is surrounded by an existing network of transit, bicycle, and pedestrian facilities that result in an adequate environment for safe and effective non-auto transportation.
- Based on the site location near ample transit services, the neighborhood-oriented use of the site, and the site design elements that encourage non-auto transportation, it was determined that the exclusion of parking on-site will not have a detrimental impact to the surrounding neighborhood.
- The proposed loading plan is adequate given the amount of loading activity expected at the library. Although back-in maneuvers are necessary for all trucks under 30 feet in length, a loading management plan will be implemented and trash/recycling pickup will occur on-street in order to reduce potential conflicts with pedestrians.
- A Transportation Demand Management (TDM) plan for the development will include the implementation of a TDM coordinator, on-site services, and bicycle amenities.