

TECHNICAL MEMORANDUM

To: Preston Jutte
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From: Erin Lin
Sasha Redmon, PE
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Date: July 25, 2024

Subject: 1271 5th Street NE Transportation Demand Management (TDM) Plan

DDOT – PSD

Introduction

This memorandum contains the revision of the proposed Transportation Demand Management (TDM) plan submitted as part of Comprehensive Transportation Review (CTR) (dated May 22, 2024) for the 1271 5th Street NE project.

Transportation Demand Management

Transportation Demand Management (TDM) is the application of policies and strategies used to reduce travel demand or redistribute demand to other times or spaces. TDM 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.

The following is a list of TDM strategies the Applicant proposes for the Project:

Retail TDM Plan

- Identify Transportation Coordinator(s) once the building has opened. There will be a Transportation Coordinator for each tenant and for the entire Project. The Transportation Coordinator(s) will act as point(s) of contact with DDOT, goDCgo, and Zoning Enforcement and will provide their contact information to goDCgo.
- Transportation Coordinator will conduct an annual commuter survey of employees on-site, and report TDM activities and data collection efforts to goDCgo once per year.
- Transportation Coordinator will develop, distribute, and market various transportation alternatives and options to employees and patrons, including promoting transportation events (i.e., Bike to Work Day, National Walking Day, Car Free Day) on property website and in any internal building newsletters or communications.
- Transportation Coordinator will receive TDM training from goDCgo to learn about the transportation conditions for this Project and available options for implementing the TDM Plan.
- Post “getting here” information in a visible and prominent location on the website with a focus on non-automotive travel modes. Also, links will be provided to goDCgo.com, CommuterConnections.com, transit agencies around the metropolitan area, and instructions for patrons discouraging parking on-street in Residential Permit Parking (RPP) zones.
- Transportation Coordinator will require tenants with 20 or more employees to comply with the DC Commuter Benefits Law to participate in one of the three transportation benefits outlined in the law (employee-paid pre-tax benefit, employer-paid direct benefit, or shuttle service), as well as any other applicable commuter benefits related laws that may be implemented in the future such as the Parking Cash-Out Law, and to certify such compliance in writing to goDCgo from time to time (but no more than once annually).

- Provide employees who wish to carpool with detailed carpooling information and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments (MWCOG) or other comparable service if MWCOG does not offer this in the future.
- Provide a copy of the Loading Management Plan (LMP) to the Transportation Coordinator so they are aware of this commitment.
- Offer a SmarTrip card and one (1) complimentary Capital Bikeshare coupon good for a free ride to each new employee.
- Provide 10 short- and eight (8) long-term bicycle parking spaces for use by both retail and hotel uses, meeting or exceeding zoning minimum requirements under either scenario.
- Provide two (2) showers and four (4) lockers for use by both retail and hotel employees, meeting or exceeding zoning minimum requirements under either scenario.
- Long-term bicycle storage rooms will accommodate non-traditional sized bikes including cargo, tandem, and kids' bikes, with a minimum of two (2) spaces be designed for longer cargo/tandem bikes (10 feet by 3 feet), a minimum of one (1) space will be designed with electrical outlets for the charging of electric bikes and scooters, and a minimum of four (4) spaces will be located horizontally on the floor. There will be no fee to the employees for usage of the bicycle storage room.
- Following the issuance of the first final retail Certificate of Occupancy for the Project, the Transportation Coordinator will submit documentation summarizing compliance with the transportation and TDM conditions of the Order applicable to such retail use (including, if made available, any written confirmation from the Office of the Zoning Administrator) to the Office of Zoning for inclusion in the IZIS case record of the case.
- Following the issuance of the first final retail Certificate of Occupancy for the Project, the Transportation Coordinator will submit a letter to the Zoning Administrator, DDOT, and goDCgo every five (5) years (as measured from the final Certificate of Occupancy for the Project) summarizing continued substantial compliance with the transportation and TDM conditions in the Order, unless no longer applicable as confirmed by DDOT. If such letter is not submitted on a timely basis, the building shall have sixty (60) days from date of notice from the Zoning Administrator, DDOT, or goDCgo to prepare and submit such letter.
- Install a Transportation Information Center Display (electronic screen) within the lobby containing information related to local transportation alternatives. At a minimum the display should include information about nearby Metrorail stations and schedules, Metrobus stops and schedules, car-sharing locations, and nearby Capital Bikeshare locations indicating the availability of bicycles.
- Additional short-term bicycle parking spaces above zoning requirements in both scenarios.
- Provide a bicycle repair station in each long-term bicycle parking storage room.

Hotel TDM Plan

- Identify Transportation Coordinator(s) once the building has opened. There will be a Transportation Coordinator for each tenant and the entire Project Site. The Transportation Coordinator(s) will act as points of contact with DDOT, goDCgo, and Zoning Enforcement and will provide their contact information to goDCgo.
- Transportation Coordinator will conduct an annual commuter survey of employees on-site, and report TDM activities and data collection efforts to goDCgo once per year.

- Transportation Coordinator will develop, distribute, and market various transportation alternatives and options to employees and patrons, including promoting transportation events (i.e., Bike to Work Day, National Walking Day, Car Free Day) on property website and in any internal building newsletters or communications.
- Transportation Coordinator will subscribe to goDCgo's hospitality newsletter and receive TDM training from goDCgo to learn about the transportation conditions for this Project and available options for implementing the TDM Plan.
- Front office and customer-facing staff will be provided training by goDCgo (either in-person or webinar) to learn of the non-automotive options for traveling to the property.
- Offer guests goDCgo's Get Around Guide by making it available on the property website and in printed format for front office or customer-facing staff.
- Provide a copy of the Loading Management Plan (LMP) to the Transportation Coordinator so they are aware of this commitment.
- Provide 10 short- and eight (8) long-term bicycle parking spaces for use by both retail and hotel uses, meeting or exceeding zoning minimum requirements under either scenario.
- Provide two (2) showers and four (4) lockers for use by both retail and hotel employees, meeting or exceeding zoning minimum requirements under either scenario.
- Long-term bicycle storage rooms will accommodate non-traditional sized bikes including cargo, tandem, and kids' bikes, with a minimum of two (2) spaces be designed for longer cargo/tandem bikes (10 feet by 3 feet), a minimum of one (1) space will be designed with electrical outlets for the charging of electric bikes and scooters, and a minimum of four (4) spaces will be located horizontally on the floor. There will be no fee to the employees for usage of the bicycle storage room.
- Post "getting here" information in a visible and prominent location on the website with a focus on non-automotive travel modes. Also, links will be provided to goDCgo.com, CommuterConnections.com, transit agencies around the metropolitan area, and instructions for patrons and employees discouraging use of on-street parking in Residential Permit Parking (RPP) zones.
- Provide comprehensive transportation information and directions on hotel website, including promoting the use of non-automotive modes of transportation and links to website for goDCgo, Capital Bikeshare, DC Circulator, and the Washington Metropolitan Area Transit Authority (WMATA).
- Transportation Coordinator will require that the hotel operator or any tenants with 20 or more employees comply with the DC Commuter Benefits Law to participate in one of the three transportation benefits outlined in the law (employee-paid pre-tax benefit, employer-paid direct benefit, or shuttle service), as well as any other applicable commuter benefits related laws that may be implemented in the future such as the Parking Cash-Out Law, and to certify such compliance in writing to goDCgo from time to time (but no more than once annually).
- Provide employees who wish to carpool with detailed carpooling information and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments (MWCOG) or other comparable service if MWCOG does not offer this in the future.
- Following the issuance of the first final hotel Certificate of Occupancy for the Project, the Transportation Coordinator will submit documentation summarizing compliance with the transportation and TDM conditions of the Order applicable to such hotel use (including, if made available, any written confirmation from the Office of the Zoning Administrator) to the Office of Zoning for inclusion in the IZIS case record of the case.

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