

MEMORANDUM

To: John Begert
Christine Roddy
From: Jim Watson, PTP
Erwin Andres, P.E.
Date: June 1, 2015
Subject: 315 H Street PUD – Transportation Demand Management and Loading Management Plan Summary

MRP Residential
Goulston & Storrs

This memorandum summarizes the Transportation Demand Management (TDM) and Loading Management plans developed in conjunction with the 315 H Street PUD application. While these items will be included in the Comprehensive Transportation Review (CTR) that will be submitted to DDOT 45 days prior to the final Zoning Commission hearing for the project, this memorandum offers the TDM and Loading Management plan items that are proposed for the project.

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 typically 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. 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

Based on the DDOT expectations for TDM programs, and analyzing the specific attributes of the development site, the following outlines the proposed TDM plan for the 315 H Street development.

- Transportation Management Coordinator (TMC)

Effective Transportation Management Programs (TMPs) require a coordinator to implement and manage TDM strategies. A member of the property management group 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 residents, visitors, patrons, and employees regarding transit facilities and services, pedestrian and bicycle facilities and linkages, ridesharing (carpool and vanpool) and car sharing. 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, including the existing alley located behind the proposed building. The contact information for the TMC would be provided to DDOT/Zoning Enforcement with annual contact updates.

- On-Site Services

A TransitScreen will be installed in the residential lobby to keep residents and visitors informed on all available transportation choices and provide real-time transportation updates.

- Marketing Program

The TMC will establish a TDM marketing program that provides detailed transportation information and promotes walking, cycling, and transit. An effective marketing strategy should consist of a multi-modal access guide that provides comprehensive transportation information. This information can be compiled in a brochure for distribution. The marketing program should also utilize and provide website links to CommuterConnections.com and goDCgo.com, which provide transportation information and options for getting around the District.

- Transportation Incentives

To help encourage non-auto transportation uses, the Applicant will provide the first occupant of each residential unit with an annual carsharing membership and application fee, a \$100 Smartrip card, and an annual Capitol Bikeshare membership for a period not to exceed two years to help alleviate the reliance on personal vehicles. These incentives will be included in a move-in transportation package that includes brochures for transit facilities as well as bicycle and car sharing services for the first occupant of each residential unit.

- Bicycle Amenities

The Applicant will encourage all alternative transportation modes including bicycling. Bicycling will be promoted with the provision of on-site outdoor temporary and secure indoor long-term bicycle parking spaces. The secure indoor long-term bicycle parking spaces will be provided in a bicycle storage room that will also include a bicycle repair station. The marketing program will include brochures on bicycling in the District and for Capital Bikeshare.

- Ride-matching/Ridesharing Program

Retail employees and residents who wish to carpool will be provided detailed carpooling information as part of the marketing effort, and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments.

- Resident Parking Permit (RPP) Restrictions

Unit tenants of the development will be prohibited from obtaining RPP or Visitor Parking Pass (VPP) permits from the District Department of Motor Vehicles (DMV). This will be included in a clause in all residential leases prohibiting residents from applying for or obtaining RPP or using an RPP guest pass within one mile of the development. In addition, the Applicant will seek to have the development removed from the list of properties eligible for RPP, should it presently be on the list. Should any residential units be offered for sale, a covenant will be added to the deed of the units that will prohibit residents from applying for or obtaining RPP.

LOADING MANAGEMENT PLAN

This section presents a loading management plan for the 315 H Street loading facilities. The goals of this plan are to minimize undesirable impacts to the neighborhood and to building tenants, reduce conflicts between truck traffic using the loading facilities, and ensure smooth operation of the loading facilities through appropriate levels of management and scheduled operations. The components of the loading management plan are as follows:

1. A loading manager will be designated by the building management. The loading manager will coordinate with vendors and tenants to schedule deliveries and will be on duty during delivery hours.

2. Trucks accessing the site will be limited to a maximum of 30' in length.
3. All tenants will be required to schedule deliveries that utilize the loading dock – defined here as any loading operation conducted using a truck 20' in length up to 30' in length.
4. The loading manager will schedule deliveries such that the dock's capacity is not exceeded. In the event that an unscheduled delivery vehicle arrives while the dock is full, that driver will be directed to return at a later time when a berth will be available so as to not impede the drive aisle that passes in front of the loading dock.
5. The loading manager will monitor inbound and outbound truck maneuvers and will ensure that trucks accessing the loading dock do not block vehicular traffic along the alley except during those times when a truck is actively entering or exiting a loading berth. The loading manager will also ensure that trucks do not park and deliver directly from H Street.
6. Trucks using the loading dock will not be allowed to idle and must follow all District guidelines for heavy vehicle operation including but not limited to DCMR 20 – Chapter 9, Section 900 (Engine Idling), the regulations set forth in DDOT's Freight Management and Commercial Vehicle Operations document, and the primary access routes listed in the DDOT Truck and Bus Route System.