

TECHNICAL MEMORANDUM

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Aaron Zimmerman
From: Drew Ackermann
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Date: June 10, 2022
Subject: Wesley Campus Plan (ZC No. 22-13)
Transportation Demand Management (TDM) Plan and Performance Management Plan (PMP)

Introduction

This memorandum details the revised Transportation Demand Management (TDM) plan and a Performance Management Plan (PMP) for zoning case 22-13 - 4500 Massachusetts Avenue NW - Wesley Theological Seminary (WTS).

Transportation Demand Management (TDM) Plan

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 elements typically focus 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 TDM plan for the proposed project is based on zoning regulations in addition to DDOT expectations for TDM programs for this type of use. As such, the applicant will implement the following TDM measures, at a minimum, applying to the Project and to the Wesley Campus Plan as a whole. The Applicant will explore other innovative TDM strategies and will coordinate the implementation of those strategies with goDCgo and DDOT's TDM Team.

- Unbundle the cost of vehicle parking from the lease for each residential unit and charge a minimum rate based on the average market rate within a quarter mile. Only monthly or by semester rates will be charged. Free parking, validation, or discounted rates will not be offered.
- Of the 350 parking spaces within the Project's garage, at least seven (7) will have electrical vehicle charging stations per DDOT's recommendation of one (1) charging station for every 50 parking spaces.
- Will work with American University to allow WTS students, faculty, and employees to use the AU shuttle to the Metrorail Station.
- Will fund and install an electronic screen displaying transit, shuttle, and bikeshare information in the lobby of the new building.
- Identify a Transportation Coordinator for the WTS campus. The Transportation Coordinator will act as a point of contact with DDOT, goDCgo, and Zoning Enforcement.
- Will provide Transportation Coordinator's contact information to goDCgo, 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 the residents, 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 and PMP.
- Provide residents 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.
- Will meet ZR16 long-term bicycle parking requirements by providing at least 62 long-term spaces free of charge to residents. At least 50% of long-term spaces (at least 31 spaces) will be located horizontally on the floor of the bike room. At least 10% of long-term spaces (at least 6 spaces) will be served by electrical outlets for e-bikes/scooters. At least 5% of long-term spaces (at least 3 spaces) will be designed to accommodate larger cargo/tandem bikes (10 feet by 3 feet size). Each bike storage room will include a repair station.
- Will meet ZR16 short-term bicycle parking requirements by providing 12 short-term spaces via exterior bike racks on-campus.
- Provide welcome packets to all new residents that should, at a minimum, include the Metrorail pocket guide, brochures of local bus lines (Circulator and Metrobus), carpool and vanpool information, CaBi coupon or rack card, Guaranteed Ride Home (GRH) brochure, and the most recent DC Bike Map. Brochures can be ordered from DDOT's goDCgo program by emailing info@godcgo.com.
- Transportation Coordinator will subscribe to goDCgo's residential newsletter.
- Post all TDM commitments on the WTS website and resident message board, publicize availability, and allow the public to see what commitments have been promised.
- Offer a free SmarTrip card to every new resident and a complimentary Capital Bikeshare coupon good for one ride.
- Prior to issuance of any certificate of occupancy for any new building, WTS will fund and construct the following pedestrian improvements:
 - A sidewalk along the east side of University Avenue NW between Massachusetts Avenue and Rodman Street, subject to DDOT approval, with a leadwalk into campus along at least one side of the site driveway;
 - Install signage, crosswalk and ADA curb ramps on the south leg of University Avenue at the Rodman Street intersection, subject to DDOT approval.
 - Install signage, crosswalk and ADA curb ramps on the east leg of the campus driveway at the University Avenue and Sedgwick Street intersection or construct the crossing as a continuous sidewalk, subject to DDOT approval; and
 - Install wayfinding signage on the Wesley Seminary campus directing students to the gated connection to the American University campus.

Performance Monitoring Plan (PMP)

This Performance Monitoring Plan (PMP) is Wesley Theological Seminary's plan to track progress towards its Transportation Demand Management (TDM) goals. The PMP is comprised of mode split surveys of students, internal WTS data, and manual counts of vehicle and bicycle parking inventory and occupancy which will be compiled into monitoring reports submitted to DDOT. The purpose of the monitoring reports is to make data-driven decisions about which TDM measures, if any, need to be adjusted to meet TDM goals.

Beginning the first spring semester following opening of the new dorm, monitoring will be performed, and reports will be prepared and submitted to DDOT annually until the trip goal has been met for two (2) consecutive years and then every other year for the duration of the term of the Campus Plan.

As detailed in the April 29, 2022 Comprehensive Transportation Review for the currently proposed campus plan, the proposed changes are expected to result in a net increase in vehicular trips of 14 additional morning peak hour trips and 31 additional afternoon peak hour trips. **Thus, increasing the trip goal for the campus to 101 vehicle trips in either the weekday morning (AM) or weekday evening (PM) peak hours.**

WTS will be considered in compliance with the PMP if the vehicle trip goal of 101 peak hour trips is met.

The monitoring reports will include details regarding the following:

- Count of the number of morning and afternoon peak hour vehicular trips arriving at and departing from the campus;
 - Morning Peak Hour: Highest 1-hour between 6:30 AM – 9:30 AM
 - Afternoon Peak Hour: Highest 1-hour between 4:00 PM – 7:00 PM
 - **Whether the campus is compliant with the PMP goals by generating no more than 101 peak hour vehicle trips during any of these periods.**
- Survey to identify mode split, broken down by students and employees;
- Number of student, staff, and faculty parking permits issued;
- Student, staff, and faculty parking permit rates;
- Number of registered carpools;
- Number and location of any car-sharing spaces, alternative fuel vehicle parking spaces, carpool/vanpool spaces, and electric vehicle charging stations on campus;
- Inventory and occupancy of all on-site vehicular parking;
- Inventory and occupancy of long-term and short-term bicycle parking spaces; and
- Documentation of any changes to the overall transportation demand management (TDM) program from the previous year, including new or innovative policies being implemented but not explicitly required in the TDM plan agreed to during Zoning Commission approval.

This information will be collected using mode split surveys of students and employees, internal WTS data, and manual counts of vehicle and bicycle parking inventory and occupancy. Details regarding these data sources and collection techniques is provided below.

Data Collection and Mode Split Surveys

Data collection and surveys will occur on a typical weekday during the Spring semester when weather conditions are normal. A “typical” day is defined as a Tuesday, Wednesday, or Thursday when Wesley and American University classes are in session, during a week without holidays, and far enough into the school year that travel patterns are normalized.

Mode Split Surveys

WTS will conduct surveys of on-campus students and employees to determine mode splits of trips to campus, which will be included in the monitoring reports. Mode split surveys will be collected on a typical weekday when large, representative population samples can be found.

In order to have concrete, trackable year-to-year mode split data, it is recommended the phrasing of mode split survey questions include whether the respondent is a student or employee, and only ask for the travel mode the respondent used that day (not the mode they typically use according to memory). For ease of future analysis, it is recommended WTS keep the raw survey data, separated by students and employees, on file. It is recommended that the mode split survey questions be phrased as follows:

1. Are you a:
 - a. WTS Student
 - b. AU Student
 - c. Faculty
 - d. Full-time employee
 - e. Part-time employee
 - f. Contractor
 - g. Visitor
2. What transportation mode did you use for **most of** your trip to campus **today**?
 - a. Driving a car alone
 - b. Driving a car with passengers
 - c. As a passenger in a car
 - d. Carshare (Zipcar, Free2Move)
 - e. Motorcycle
 - f. AU Shuttle
 - g. Metrobus
 - h. Metrorail
 - i. Taxi
 - j. Rideshare (Uber, Lyft)
 - k. Bicycle (personal)
 - l. Scooter (personal)
 - m. Capital Bikeshare
 - n. Shared dockless e-scooter/bicycle (Lime, Bird, Jump, etc.)
 - o. Walk/run
 - p. Other: please specify

3. What transportation mode did you use for **the last part of** your trip to campus **today**?
- a. Driving a car alone
 - b. Driving a car with passengers
 - c. As a passenger in a car
 - d. Carshare (Zipcar, Free2Move)
 - e. Motorcycle
 - f. AU Shuttle
 - g. Metrobus
 - h. Metrorail
 - i. Taxi
 - j. Rideshare (Uber, Lyft)
 - k. Bicycle (personal)
 - l. Scooter (personal)
 - m. Capital Bikeshare
 - n. Shared dockless e-scooter/bicycle (Lime, Bird, Jump, etc.)
 - o. Walk/run
 - p. Other: please specify

Internal University Data

WTS will collect the following internal data to be included in the monitoring reports:

- Number of student, staff, and faculty parking permits issued;
- Student, staff, and faculty parking permit rates;
- Number of registered carpools; and
- Number and location of any car-sharing spaces, alternative fuel vehicle parking spaces, carpool/vanpool spaces, and electric vehicle charging stations on campus; and
- Number and location of any showers and changing facilities available on campus for bicycle commuters.

Manual Parking Occupancy Counts

WTS will conduct manual counts of the following items to be included in the monitoring reports:

- Inventory and occupancy of all on-campus vehicular parking facilities;
- Inventory and occupancy of long-term and short-term bicycle parking spaces on campus; and
- These observations will be collected at the following intervals
 - On the same day as the vehicular trip counts
 - At 7:00am, 11:00am, 3:00pm, and 7:00pm

Vehicular Trip Counts

WTS will conduct counts of vehicles arriving at and departing from the campus at all vehicular access locations during the morning and afternoon peak periods. The morning and afternoon peak hours will be used to assess compliance with the PMP.

- Morning Peak Hour: Highest 1-hour between 6:30 AM – 9:30 AM
- Afternoon Peak Hour: Highest 1-hour between 4:00 PM – 7:00 PM
- **Whether the campus is compliant with the PMP goals by generating no more than 101 peak hour vehicle trips during any of these periods.**