

GEORGETOWN DAY SCHOOL TRANSPORTATION MANAGEMENT PLAN

To help facilitate ingress to, egress from, and the flow of traffic on campus and to reduce the impact of the proposed development, the School will implement a Transportation Management Plan that will consist of a Transportation Demand Management (TDM) Plan, an Operations Management Plan, and a Monitoring Plan. Each plan is summarized below:

Transportation Demand Management

Overview

Traffic and parking congestion can be solved in one of two ways: 1) increase supply or 2) decrease demand. Increasing supply requires building new roads, widening existing roads, building more parking spaces, or operating additional transit service. These solutions are often infeasible in constrained conditions in urban environments and, where feasible, can be expensive, time consuming, and in many instances, unacceptable to businesses, government agencies, and/or the general public. The demand for travel and parking can be influenced by Transportation Demand Management (TDM) plans. Typical TDM measures include incentives to use transit or other non-auto modes of transportation, bicycle and pedestrian amenities, parking management, alternative work schedules, telecommuting, and better management of existing resources. TDM plans are most effective when tailored to a specific project or user group.

Proposed Components of TDM Plan

In order to more effectively reduce school-generated traffic volumes, the School's TDM plan will be enhanced. The TDM Plan is intended to be flexible in order to respond to changes in school demographics, technology, transportation services, and various mitigation options available. Accordingly, it is envisioned that over time new approaches in addition to those listed below will be identified and programs developed to respond to these changes. GDS proposes the following strategies as part of their TDM "toolbox":

General Strategies:

1. Designate a TDM coordinator who will be responsible for organizing, marketing, and accomplishing the tasks in the TDM plan and who will act as a liaison with DDOT and the community. The TDM coordinator position may be part of other duties assigned to the individual.
2. Create a transportation section on the school's website with up-to-date information regarding all transportation options available to students, parents/guardians, and employees, including but not limited to public transportation (Metrobus and Metrorail), GDS provided bus service, biking facilities and amenities (including campus bicycle parking and bicycle maintenance facility).
3. Install an electronic screen displaying real-time transportation information (i.e., Metrorail and Metrobus arrivals, Capital Bikeshare availability, etc.) in the High School and Lower/Middle School lobbies or other common areas.

4. Hold quarterly meetings with the community to garner feedback on traffic and parking related issues for the length of the performance monitoring program.
5. Provide a bike maintenance facility and bicycle parking in the garage or other easily accessible area for students and faculty/staff.
6. Make showers and lockers available to students and faculty/staff who jog or bike to school.
7. Provide one 200V electric vehicle charging station in the proposed parking garage.
8. The updated TDM plan will be incorporated into the student contract. Families who do not comply with the TDM plan will risk the student's loss of privileges at GDS, and families with a record of repeated non-compliance risk the student's expulsion. The following procedure will be followed:

- 1st Infraction – Email from Principal
- 2nd Infraction – Phone call from Principal
- 3rd Infraction – Meeting with Principal
- 4th Infraction – Meeting with Head of School
- 5th Infraction – Probation from school for up to 10 days
- 6th Infraction – Dismissal; contract revoked

Strategies for Students:

Rideshare

1. Provide carpool matching assistance for parents to increase the Average Vehicle Occupancy (AVO) for the school. Assistance programs could include:
 - Creation of an online, interactive map for parents to see what other GDS families live near them and are interested in carpooling, as well as provide contact information.
 - Register with and promote Commuter Connections School Pool Program to assist parents in finding other parents in their neighborhood to form carpools, walking groups, or biking groups.
2. Actively promote carpooling by providing links to the carpool matching website on the School's Homepage and by providing fliers, emails, and/or other informational pieces at least once per semester.
3. Establish a mandatory carpooling program that requires parents dropping-off students to have a minimum of two students per car, with the following exceptions:
 - Students in pre-K through 1st grade are not required to carpool;
 - Students enrolled in the "Early Grasshopper" program are not required to carpool;
 - On a case-by-case basis, students who demonstrate a hardship based on special transportation needs.

4. Student drivers will receive a discounted rate for parking. The parking fee will be reduced by $\frac{1}{3}$ for each additional student beyond the driver (drivers with three additional student passengers will park for free).

Transit Provided by GDS

5. Provide a bus to a minimum of three off-site locations, as determined based on addresses of students taking the bus.

Incentives

6. Provide transit/alternate commute incentives to encourage students to use non-auto modes of transportation to travel to school. Incentives would include:
 - Encourage District of Columbia students to take advantage of the DC One Card, which fully subsidizes Metrobus fares for students commuting to/from school;
 - Provide \$100 monthly SmarTrip subsidies to Virginia and Maryland financial aid students who take public transportation; and
 - Assist students in obtaining the DC One Card and/or the Student Unlimited Transit Pass.

Outreach and Education

7. Provide outreach and education events to stress the importance of using non-auto modes of transportation and make information more readily available. Outreach and educational events could include:
 - Hold a “Transportation to School” event at the beginning of each school year, stressing the importance of public transportation, carpooling, biking, etc.;
 - Participate in DDOT’s Safe Routes to School Program – The program encourages students and their parents to walk and bicycle to school by examining conditions around schools and conducting projects and activities to improve safety and accessibility. The program also provides pedestrian and bicycle safety training in the classroom;
 - Establish inter-class and inter-grade competitions with incentives and prizes for the classes that take transit, walk, and bike the most.
 - Host four Walk to School/Bike to School Days each year;
 - Promote walking/biking in communications with parents.
8. Institute a “transit buddy” system matching older students that take transit, walk, or bike with younger students from families who are interested in this service. Older students using Metrorail will walk with younger students between the station and school. High school students that escort elementary and middle school students will receive training and obtain community service hour for this program.
9. Add bicycle education into the general physical education curriculum.

Strategies for Faculty/Staff:

Rideshare

1. Provide carpool matching assistance for faculty/staff to increase the Average Vehicle Occupancy (AVO) for the school. Assistance programs could include:
 - Creation of an online, interactive map for faculty/staff to see what other GDS employees live near them and are interested in carpooling, as well as provide contact information.
 - Register with Commuter Connections and promote Commuter Connections' Ridematching Service.
 - Faculty/staff who drive and live within one mile of GDS or one mile of a red-line Metro station will be charged a premium monthly parking fee. The monthly fee will be reduced for two-person carpools and will be free for three or more person carpools.
 - Provide a minimum of three conveniently located parking spaces reserved for carpools.

Transit Provided by GDS

2. Provide a bus to three off-site locations, as determined based on addresses of students taking the bus.

Incentives

4. Provide transit/alternate commute incentives to encourage faculty/staff to use non-auto modes of transportation to travel to school. Incentives would include:
 - a. Provide \$135 monthly SmarTrip cards for faculty/staff who take public transportation;
 - b. Allow employees to set aside \$255/month in pre-tax funds (or current amount legally allowed under Federal law) through their paycheck for transit or vanpool expenses;
 - c. Enroll in Guaranteed Ride Home, which provides employees who regularly take transit, vanpool, carpool, walk, or bike to work with a reliable ride home when an unexpected emergency arises; and
 - d. For faculty/staff who do not drive or take public transit to school, provide \$240 in annual subsidies to those who bike (or current amount allowed tax-free under Federal law) OR provide bikeshare or car share memberships.

Outreach and Education

5. Provide training for the faculty/staff at the beginning of each year to implement and enforce the TDM Plan.

Operations Management Plan

In addition to the TDM plan, GDS will implement an Operations Management Plan to ensure that drop-off/pick-up procedures do not adversely impact the surrounding neighborhood. The following are the components of the plan:

1. Establish a clear drop-off/pick-up protocol for parents. Parents/guardians will pick-up students at the time the child in the carpool with the latest dismissal has been dismissed. Parents/guardians will drop-off/pick-up at the designated location for the youngest child in the vehicle. The protocol will be as follows:
 - a. Drop-off/pick-up for Pre-Kindergarten through 1st Grade will occur on the Lower School site between the LMS building and the athletic field.
 - i. Traffic entering the drop-off/pick-up lane for Pre-K/K students will enter via Davenport Street and exit via the alley to Ellicott Street. Egress from the alley onto Ellicott Street will be right turn only. The driveway will be open to general traffic only during drop-off/pick-up periods. At all other times, the driveway will be used for additional recreation space.
 - ii. Classes will begin at 8:05 AM and dismissal will occur at 3:00 PM.
 - b. Drop-off/pick-up for 2nd through 8th grade students will occur in the new parking garage.
 - i. Traffic entering the drop-off/pick-up lanes will enter via Davenport Street, pick-up/drop-off in the garage, and exit via the alley to Ellicott Street or via the driveway on River Road. Egress from the alley onto Ellicott Street and from the River Road driveway will be right turn only.
 - ii. Classes will begin at 8:15 AM for 2nd through 6th Grade and 8:05 AM for Middle School students. Dismissal will occur at 3:15 PM for 2nd through 6th grades and at 3:30 PM for 7th and 8th grades.
 - c. Drop-off/pick-up for High School students will occur in front of the existing High School.
 - i. Traffic entering the drop-off lane during the morning drop-off will enter via the proposed driveway on River Road or via Davenport Street and will exit via Davenport Street. During the afternoon pick-up period, all pick-up traffic must enter via the River Road driveway. Students and faculty/staff who drive will be instructed to use the driveway on River Road to enter and exit the site. This will ease traffic congestion on site and make drop-off/pick-up operations more efficient.
 - ii. Classes will begin at 8:15 AM and dismissal for activities will occur at 2:50 PM. Dismissal for students not participating in activities will occur at 3:15 PM.
 - d. Parents/guardians will be assigned a drop-off/pick-up location based on the grade of their child(ren) and must use the assigned area. Parents/guardians will be given a color-coded tag. The color will correspond to their assigned drop-off/pick-up location. For parents picking up at the Lower/Middle School, the tag also will have a number, which will correspond to their student(s). The tag must be placed in the windshield of the vehicle

picking up the student(s). A member of staff will note the number as the vehicle enters the pick-up line and radio the number back to the school as the vehicles enter campus. Staff at the school then will shepherd the appropriate students to the awaiting vehicles once they stop.

- e. Students who have a yearlong exemption from mandatory carpooling will have a special tag to display in the windshield of their car.
- f. Under no circumstances will drop-off/pick-up be permitted on the following street: Ellicott Street, 43^e Street, 43rd Place, 42nd Street, River Road, Chesapeake Streets and the alleys that serve them.
- g. GDS staff will be stationed along the perimeter to ensure that Ellicott Street, 42nd Street, 43rd Street, 43rd Place, Chesapeake Street, River Road, and their adjacent alleys are not used for pick-up/drop-off.
- h. All parents who must leave their vehicle to drop-off/pick up students during regular drop-off/pick-up times, must park in a designated, on-campus parking space. Parents using the drop-off/pick-up lanes must remain in their vehicles and will drop-off/pick-up their student(s) when they stop in front of the school.
- i. Lower/Middle School staff members will be stationed at each drop-off/pick-up location to direct traffic and to assist students in getting to the appropriate vehicle.

Monitoring Plan

To ensure that the TDM and Operations Management plans are functioning as intended, GDS will conduct annual monitoring studies, which will be submitted to DDOT and ANC 3E.

- Elements of the Monitoring Study:
 - The number of vehicle trips generated by the school during the AM peak hour and PM School peak hour will be determined.
 - Traffic counts shall be conducted when GDS, DC Public Schools, and Congress are in session.
 - Counts shall be conducted during the Fall Semester at the driveways to the school on a typical weekday from 7:00 AM to 9:00 AM and from 2:30 PM to 7:00 PM. Counts shall be conducted on days when no adverse weather impacts travel conditions.
 - The number of trips generated by the school shall be determined as follows:
 - AM peak hour shall be determined by selecting the single highest hourly inbound plus outbound volume (for all driveways combined) between 7:00 AM and 9:00 AM.
 - PM School peak hour shall be determined by selecting the single highest hourly inbound plus outbound volume (for all driveways combined) between 2:30 PM and 4:30 PM.
 - PM Commuter peak hour shall be determined by selecting the single highest hourly inbound plus outbound volume (for all driveways combined) between 4:30 PM and 7:00 PM.

- Vehicle occupancy counts (number of students per vehicle) will be conducted at each drop-off/pick-up location to determine the average vehicle occupancy (AVO). The vehicle occupancy counts will be conducted during the same timeframes as the trip generation counts indicated above.
- A queue study will be conducted at each drop-off/pick-up location to determine the length of the queues and to ensure that the queues do not spillback onto River Road or 42nd Street.
- A mode split survey (conducted during the Fall Semester) to determine the mode of transportation for students and faculty/staff.
- A list of TDM measures in effect at the time the study was conducted.
- The number of students enrolled and faculty/staff employed at the time the study was conducted.
- Notes from ANC and/or other community meetings documenting traffic issues, in particular pick-up/drop-off on surrounding public streets.
- Trip Generation Goals:
 - GDS will establish a goal of reducing AM peak hour vehicular traffic generated by the school (from what would otherwise be generated without a TDM plan) by 51 percent through implementation of a TDM plan (including the approximate eight percent reduction that is anticipated by virtue of consolidation and relocating the Lower/Middle school to a more transit-rich site). The vehicular trip thresholds are provided in Table 1.
 - The established AM and PM Peak Hour Trip Thresholds shall be a goal for Years 1-4 and a binding cap thereafter (where “Year 1” is defined as the first school year commencing upon the initial opening of the new Lower/Middle School).

Table 1
 Trip Generation – With TDM Plan

Trip Type	AM			PM School			PM Commuter		
	In	Out	Total	In	Out	Total	In	Out	Total
<i>Proposed Trips (with TDM)</i>									
Lower/Middle School	180	150	330	126	155	281	46	65	111
High School	161	104	26	83	101	184	65	89	154
Subtotal – All Divisions (1,200 students and 260 faculty/staff)	341	254	595	209	256	465	111	154	265
<i>Trip Gen Threshold – All Divisions</i>	<i>595</i>			<i>465</i>			<i>265</i>		

- Sequencing of Monitoring Studies
 - Beginning Year 1, the monitoring study shall be conducted during the Fall Semester each year. If the Trip Thresholds are not met during the Fall Semester, a second study must be conducted during the Spring Semester of that year. If the School fails to meet the Trip Thresholds in the Spring Semester, it shall work with DDOT and the ANC to identify remedial revisions to the TMP necessary to promote compliance and shall implement such measures.
 - Beginning in Year 5 through Year 17, the School shall arrange to monitor compliance with the Trip Thresholds triennially in the Fall Semester (i.e. four times between Year 5 and Year 17). If the School fails to meet the Trip Thresholds during the Fall Semester, the School shall be required to monitor again in the Spring Semester of such year and shall thereafter resume annual monitoring studies until such time as the annual monitoring study demonstrates that the School has met the Trip Thresholds for two consecutive years. At such time, triennial studies shall resume until Year 17 or until such time as two consecutive triennial studies demonstrate compliance, whichever is later.
 - Beginning Year 5, in the event the School fails to comply with the applicable Trip Cap, the School shall require the requisite number of students to comply with the Trip Cap to take three-person carpools and/or ride the bus to School, adding such buses and/or bus routes as necessary to comply with the Trip Cap. The School shall work with DDOT and the ANC to identify which of the foregoing remedial revisions to the TMP will be used to ensure compliance. Beginning Year 1, GDS shall enroll no more than 1,075 students and shall employ no more than 220 full-time equivalent faculty/staff. Upon the School's achievement of an AM Trip Threshold of 595, a PM School Peak Hour Trip Threshold of 465, and the PM Commuter Peak Hour Trip Threshold of 265, and provided the School has satisfied all monitoring and reporting requirements with respect thereto for two consecutive school years, then the aggregate student enrollment limit hereunder shall automatically increase from 1,075 to 1,125 students and the limit on the aggregate number full-time equivalent faculty/staff shall automatically increase from 220 to 240 faculty/staff. Thereafter, provided the School has achieved the AM Trip Cap of 595, the PM School Peak Hour Trip Threshold of 465, and the PM Peak Hour Trip Threshold of 265, and satisfied all monitoring and reporting requirements with respect thereto for two additional consecutive school years, then the aggregate student enrollment limit shall automatically further increase to 1,200 students and the limit on the aggregate number full-time equivalent faculty/staff shall automatically further increase to 260 faculty/staff. If the School does not satisfy the Trip Threshold conditions in this subparagraph, it shall not be entitled to any automatic increase in its enrollment.