

TECHNICAL MEMORANDUM

To: Ted Van Houten
District Department of Transportation

From: Drew Ackermann
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Date: June 30, 2021

Subject: 2020 University of the District of Columbia (UDC) Van Ness Campus Plan
Transportation Demand Management (TDM) Plan and Performance Management Plan (PMP)

Introduction

This memorandum contains the proposed Transportation Demand Management (TDM) plan and Performance Management Plan (PMP) to accompany the 2020 UDC Van Ness Campus Plan.

Transportation Demand Management (TDM) Plan

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. DC zoning approvals of large-scale developments like the 2020 UDC Van Ness Campus Plan are often conditioned upon a set of TDM strategies and an accompanying plan to monitor progress towards TDM goals. The enclosed TDM plan is offered as a condition of zoning approval for the 2020 UDC Van Ness Campus Plan.

The 2011 UDC Campus Plan included a series of TDM commitments. The TDM plan proposed in the current Campus Plan either renews, modifies, replaces, or adds to these commitments. The University will implement the proposed TDM plan for the life of the Campus Plan unless otherwise stated.

The University agrees to the following actions:

- UDC will continue designating a TDM Coordinator, who will implement, monitor, and market the TDM programs, provide personalized commuter counseling to help members of the UDC population understand their options, and act as a point of contact with DDOT, goDCgo, and Zoning Enforcement. UDC's TDM Coordinator will be Dr. LeVita Y. Bassett, the University's Director of Auxiliary Enterprises.
- UDC will participate in WMATA's U-Pass program which offers unlimited Metrorail and Metrobus rides to students at a substantial discount, and which students are automatically enrolled in. UDC has already begun participating in this program.
- UDC will continue adjusting parking rates in its main parking garage to help deter single-occupant driver parking and raise revenue for TDM programs. The student, faculty and staff rates will be adjusted periodically to maintain a peak occupancy level within the parking garage of 80-90% on a typical weekday. UDC will annually review parking rates and report them as part of the agreed-to Performance Monitoring Plan (PMP).
- UDC will continue monitoring parking rate structures to deter non-UDC patrons (public) parking within the UDC garage at lesser rates than public garages in the Van Ness neighborhood.

- Upon completion of the access and roadway modifications that reduce UDC's off-street parking supply from 837 to 836 spaces, UDC will establish 836 spaces as a parking cap. UDC will not add any net new parking spaces before the access and roadway modifications are completed. Over the life of the Campus Plan, UDC will look for opportunities to further reduce the supply of parking.
- UDC will work towards improving long-term employee and student non-SOV mode share over the 10-year life of the Campus Plan. As part of the agreed-to Performance Monitoring Plan ("PMP"), UDC will annually report mode splits and work with DDOT and goDCgo to improve employee and student non-SOV mode share over the 10-year life of the Campus Plan.
- Starting in the Fall 2021 semester, UDC will provide employees who wish to carpool with detailed carpooling information and refer them to other carpool matching services sponsored by the Metropolitan Washington Council of Governments (MWCOCG) or other comparable service if MWCOCG does not offer this in the future. UDC will also designate a minimum of two (2) preferential carpooling spaces and one (1) preferential vanpooling space in a convenient location within the parking garage for employee use.
- Starting in the Fall 2021 semester, UDC will interact with car-sharing service providers to seek the placement of car-sharing spaces within or near the Van Ness campus consistent with demand.
- Starting in the Fall 2021 semester, UDC will designate at least two (2) preferred parking spaces for alternative fuel vehicles and provide at least two (2) electric vehicle charging stations on campus.
- UDC will continue promoting pre-tax transit commuting benefits for faculty and staff via the SmartBenefits program. The number of UDC employees enrolled in SmartBenefits was 260 (approximately 24% of the 1,100 total employees) before COVID-19 and 82 during COVID-19. UDC will set a goal of having at least 50% of employees enrolled in SmartBenefits by the end of the Campus Plan (2029).
- Starting in the Fall 2021 semester, UDC will provide information about bicycle riding in the District of Columbia, bicycle routes between the Van Ness campus and major destinations, and bicycle parking locations on campus. UDC will incorporate quality bicycle parking into new buildings and at all new residence halls. UDC will consider adding more short-term bicycle parking outside existing buildings. UDC will market and encourage use of the existing Capital Bikeshare location on the Van Ness campus. UDC will reserve space for an additional future Capital Bikeshare location, possibly along Van Ness Street south of the Van Ness campus.
- Starting in the Fall 2021 semester, UDC will offer Capital Bikeshare's University Membership program to students.
- UDC will continue making shower and changing facilities available to faculty, staff and students that wish to commute by bicycle.
- Starting in the Fall 2022 semester, UDC will provide long-term bicycle parking and showers/lockers in a consolidated central location serving the entire campus. At each Further Processing for individual buildings, UDC will demonstrate that the required amount of long-term bicycle parking and showers/lockers is provided either in this consolidated location or in other locations on campus. UDC will also evaluate the utilization of the consolidated secure long-term bicycle parking facility as part of the annual Performance Monitoring Plan (PMP) and during each Further Processing. If data or employee and student surveys show that there is a desire for long-term bicycle parking to also be provided in buildings, UDC will do so as part of Further Processing.
- Starting in the Fall 2021 semester, UDC's Transportation Coordinator will develop, distribute, and market various transportation alternatives and options to employees and students, including promoting transportation events (i.e., Bike to Work Day, National Walking Day, Car Free Day) on relevant websites and in any relevant internal newsletters,

communications, or displays. These materials will contain sections oriented to different users, including faculty/staff, students, and visitors. Any students living on-campus will be provided with a packet of information upon or prior to moving-in. New faculty/staff hires will be provided with a similar packet of information.

Performance Monitoring Plan (PMP)

The Performance Monitoring Plan (PMP) is the University's plan to track progress towards its Transportation Demand Management (TDM) goals. The PMP is comprised of mode split surveys of students, internal University data, and manual counts of vehicle and bicycle parking inventory and occupancy which will be compiled into annual 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. The PMP will begin in the Fall 2021 semester and continue for the life of the Campus Plan. The monitoring reports will include details regarding the following:

- Mode split of the campus population for trips to campus, broken down by students and employees;
- Number of student, staff, and faculty parking permits sold;
- Student, staff, and faculty parking permit rates;
- Daily parking rates;
- Number of registered carpools;
- Number of employees enrolled in WMATA SmartBenefits;
- Number and location of car-sharing spaces, alternative fuel vehicle parking spaces, and electric vehicle charging stations on campus;
- Number and location of showers and changing facilities available on campus for bicycle commuters;
- Inventory and occupancy of all off-street UDC parking facilities;
- Inventory and occupancy of on-street parking within a quarter-mile walkshed of the campus; and
- Inventory and occupancy of long-term and short-term bicycle parking spaces.

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

Mode Split Surveys

Every year during the life of the Campus Plan, the University will conduct surveys of its students and employees to determine mode splits of trips to campus, which will be included in the annual 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 what they typically use according to memory). For ease of future analysis, it is recommended the University 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. Student

- b. Full-time employee
 - c. Part-time employee
 - d. Contractor
 - e. 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. Metrobus
 - g. Metrorail
 - h. Taxi
 - i. Rideshare (Uber, Lyft)
 - j. Bicycle (personal)
 - k. Scooter (personal)
 - l. Capital Bikeshare
 - m. Shared dockless e-scooter/bicycle (Lime, Bird, Jump, etc.)
 - n. Walk/jog/run
 - o. 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. Metrobus
 - g. Metrorail
 - h. Taxi
 - i. Rideshare (Uber, Lyft)
 - j. Bicycle (personal)
 - k. Scooter (personal)
 - l. Capital Bikeshare
 - m. Shared dockless e-scooter/bicycle (Lime, Bird, Jump, etc.)
 - n. Walk/jog/run
 - o. Other: please specify

Internal University Data

Every year during the life of the Campus Plan, the University will collect the following internal data to be included in the annual monitoring reports:

- Number of student, staff, and faculty parking permits sold;
- Student, staff, and faculty parking permit rates;
- Daily parking rates;
- Number of registered carpools; and
- Number of employees enrolled in WMATA SmartBenefits;
- Number and location of car-sharing spaces, alternative fuel vehicle parking spaces, and electric vehicle charging stations on campus; and
- Number and location of showers and changing facilities available on campus for bicycle commuters.

Manual Parking Occupancy Counts

Every year during the life of the Campus Plan, the University will conduct manual counts of the following items to be included in the annual monitoring reports:

- Inventory and occupancy of all off-street UDC parking facilities;
- Inventory and occupancy of on-street parking within a quarter-mile walkshed of the campus; and
- Inventory and occupancy of long-term and short-term bicycle parking spaces.

The proposed locations of these counts are shown on Figure 1. It is recommended that counts be collected at 7:00am, 11:00am, 3:00pm, and 7:00pm on a typical weekday to reflect patterns throughout the day.

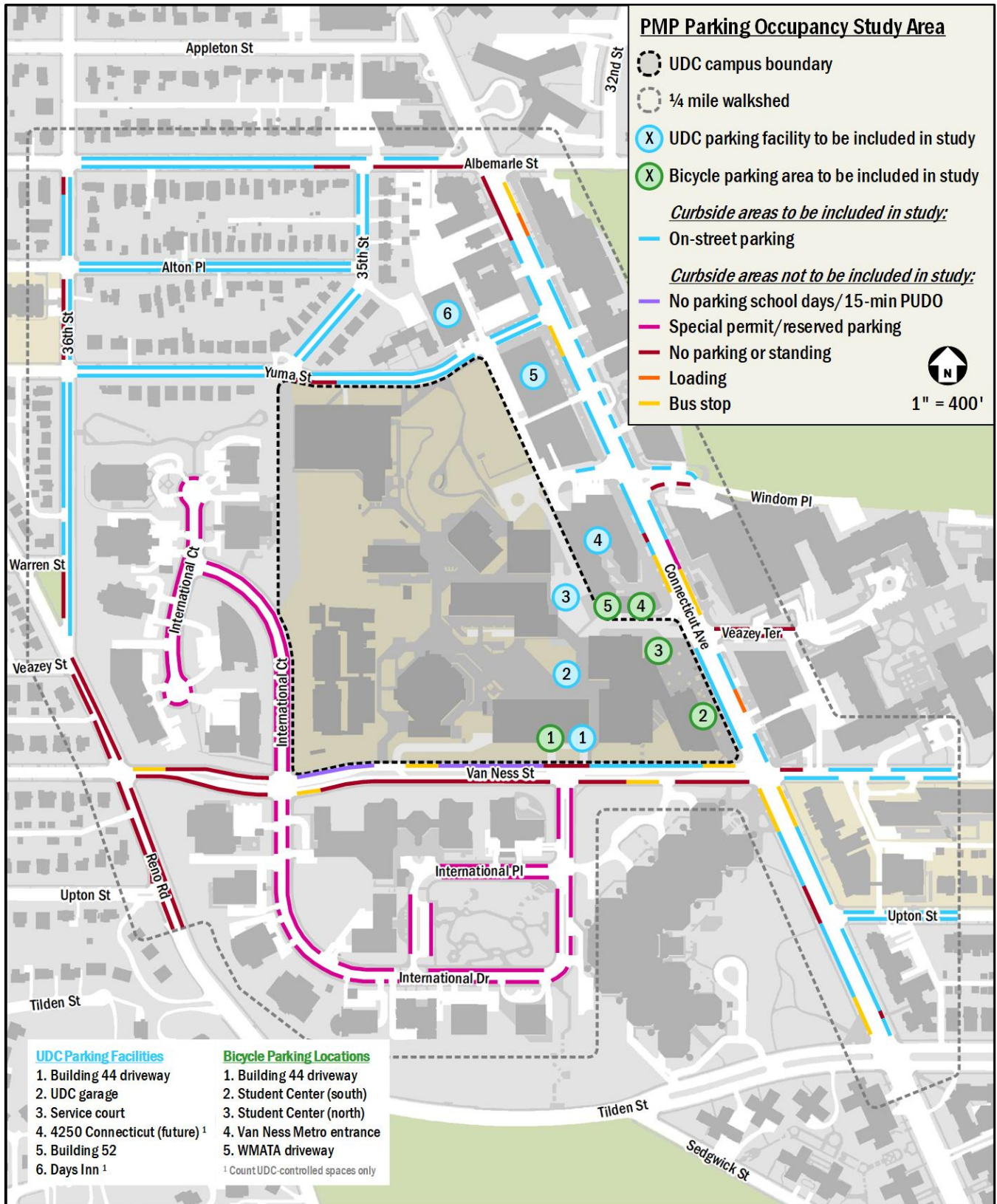


Figure 1: PMP Parking Occupancy Study Area