

## TECHNICAL MEMORANDUM

To: Kelsey Bridges  
Aaron Zimmerman  
From: William Zeid, P.E.  
Erwin Andres, P.E.

District Department of Transportation

Date: July 20, 2022

Subject: Hanover Reed Street PUD (ZC No. 22-04)  
Transportation Demand Management (TDM) Plan

### Introduction

This memorandum details the revised Transportation Demand Management (TDM) plan for zoning case 22-04 – Hanover Reed Street PUD.

### 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 Project is based on zoning regulations in addition to DDOT expectations for TDM programs for developments of this type and size. As such, the applicant proposes the following TDM measures for the Project.

### Overall Project

- Identify Transportation Coordinators for the planning, construction, and operations phases of development. There will be a Transportation Coordinator for each retail tenant and the entire Project. The Transportation Coordinators 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 and residents on-site, and report TDM activities and data collection efforts to goDCgo once per year.
- Transportation Coordinators will develop, distribute, and market various transportation alternatives and options to residents, employees and customers, 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 Coordinators will receive TDM training from goDCgo to learn about the TDM conditions for this Project and available options for implementing the TDM Plan.
- Provide residents and 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 (MWCOC) or other comparable service if MWCOC does not offer this in the future.
- Provide a SmarTrip card and one (1) complimentary Capital Bikeshare coupon good for a free ride to each new resident and each new employee.

- Install at least 27 parking spaces with EV chargers for the Project, distributed as follows:
  - West Building: 23 spaces with EV chargers. This includes 15 spaces with EV chargers in the Phase I garage and 8 spaces with EV chargers in the Phase IIB garage.
  - Phase IIA Garage: 4 spaces with EV chargers
- The Project will provide at least 235 long-term and at least 35 short-term bicycle parking spaces, distributed as provided in the table below.

Site Parking Summary Hanover Reed Street PUD		West Building			East Building	Total
		Phase I	Phase IIB	Building Total	Phase IIA	
<b>Bicycle</b>	<b>Short Term</b>	20	10	<b>30</b>	<b>5</b>	<b>35</b>
	<b>Total Long Term (Including Cargo/Tandem)</b>	124	39	<b>163</b>	<b>72</b>	<b>235</b>
	w/ Power Outlets Cargo/Tandem (3'x10')	10% (12 spaces) 5% (6 spaces)	10% (4 spaces) 5% (2 spaces)	10% (16 spaces) 5% (8 spaces)	10% (7 spaces) 5% (4 spaces)	10% (24 spaces) 5% (12 spaces)

- Long-term bicycle storage rooms will accommodate non-traditional sized bikes including cargo, tandem, and kids bikes, with a minimum of 12 spaces be designed for longer cargo/tandem bikes (10 feet by 3 feet), a minimum of 24 spaces will be designed with electrical outlets for the charging of electric bikes and scooters, and a minimum of 118 spaces will be placed horizontally on the floor. There will be no fee to the residents or employees for usage of the bicycle storage room and strollers will be permitted to be stored in the bicycle storage room.
- Install a Transportation Information Center Display (electronic screen) within the lobby of each building 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, carsharing locations, and nearby Capital Bikeshare locations indicating the availability of bicycles.
- Will not lease unused residential or retail parking spaces to anyone aside from residents or tenants of the building unless the other building(s) have no on-site parking (e.g., will not lease to other nearby office employees, single-family home residents, or sporting events).
- Offer an annual CaBi membership with each residential lease and to each employee for the first year after the building opens.
- Provide a bicycle repair station in each long-term bicycle parking storage room.
- Offer SmarTrip cards pre-loaded with \$100 to each new residential lease for one (1) year after the building opens.
- Following the issuance of a certificate of occupancy for the Project, the Transportation Coordinator shall submit documentation used to summarize compliance with the transportation and TDM conditions of the Order (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 a 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 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 the date of notice from the Zoning Administrator, DDOT, or goDCgo to prepare and submit such letter.

## Residential

- Unbundle the cost of vehicle parking from the lease or purchase agreement for each residential unit and charge a minimum rate based on the average market rate within a quarter mile.
- 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](mailto:info@godcgo.com).
- Transportation Coordinator will subscribe to goDCgo's residential newsletter and receive TDM training from goDCgo to learn about the transportation conditions for this project and available options for implementing the TDM Plan.
- Post all transportation and TDM commitments on building website, publicize availability, and allow the public to see what has been promised.
- Provide one (1) collapsible shopping cart (utility cart) for every 50 residential units, for a total of 14, to encourage residents to walk to the grocery store and run errands.

## PDR/Makerspace<sup>1</sup>

- Will 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 customers and patrons discouraging parking on-street in Residential Permit Parking (RPP) zones.
- Transportation Coordinator will demonstrate to goDCgo that tenants with 20 or more employees are in compliance 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 commuter benefits related laws that may be implemented in the future such as the Parking Cash-Out Law.
- Employers will participate in the Capital Bikeshare Corporate Membership program and offer discounted annual memberships to employees.
- Coordinate with BID, WMATA, ANC, and/or other relevant entities on a way finding plan along walking routes to the property from the Rhode Island Avenue-Brentwood Metro station.

---

<sup>1</sup> Parking-related TDM measures for the PDR/Makerspace element are excluded from this list as the parking garage will only be accessible to residents.