

MEMORANDUM

To: UDC Campus Plan Team

From: Robert Schiesel, P.E.
Daniel VanPelt, P.E., PTOE

Date: April 8, 2011

Subject: Transportation Demand Management (TDM) Commitments for UDC Campus Plan – Final Draft

TDM Commitments

- UDC will designate a TDM Coordinator, who will be responsible for implementing, monitoring and marketing the TDM programs. The TDM Coordinator is Shauna Brew, Auxiliary Services Business Manager – Facilities & Real Estate; UDC will update DDOT if this position changes in the future.
- UDC will adjust parking rates in its main parking garage to help deter single-occupant driver parking, and raise revenue for TDM programs. The student and faculty rates will be adjusted yearly over the next 3 to 5 years to maintain a peak occupancy level within the parking garage of 80-90% on a typical weekday. The parking rates structure and policies will be adjusted to market rates to prevent a scenario where non-University patrons (public) can park within the UDC garage at lesser rates than public garages in the Van Ness neighborhood.
- UDC will provide preferred parking for carpools in the parking garage, at a discounted rate; the carpool parking rate will be at least half the typical parking rate. UDC will begin and market a ride-matching service, possibly through Zimride.com, and will require all carpool participants to register with Commuter Connections.
- UDC will provide preferred parking for alternative fuel vehicles.
- UDC is seeking to provide at least one (and possibly more) electric vehicle charging station and intends to do so subject to infrastructure or other constraints that are presently under review.
- UDC will implement commuting benefits for transit riders via the SmartBenefits program (dependent on the ability of the District payroll system to facilitate the benefit). If provided, the benefit will be the maximum amount allowed (currently \$230 a month).
- UDC will enhance its bicycle parking inventory on campus. The current inventory contains two bicycle racks, located at Building 44 and Building 39. Over the course of the Campus Plan, UDC will add short and long-term spaces to enhance supply. The bicycle parking recommendations are shown on Figure 1.
- UDC will implement commuting benefits for bicycle riders by participating in the tax-free \$20 per month bicycle commuting benefit (dependent on the ability of the District payroll system to facilitate the benefit).
- UDC will market these programs, as well as MetroRail, MetroBus, ZipCar, Capital Bikeshare and any other transportation programs via a detailed website and an information kiosk on campus (possibly located in the new

Student Center). UDC will reach out to WMATA to investigate adding a SmarTrip kiosk on campus. The website 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.

- UDC will approach ZipCar to seek the placement of carsharing spaces on the Van Ness Campus.
- UDC is exploring the implementation of a Transportation Sustainability Fee subject to Board of Trustees approval. The University is committed to the advancement of sustainable practices. The fee will cover the cost of the following to be provided to each student at the beginning of the academic year or at enrollment:
 - Annual Zipcar carsharing membership (or other appropriate carsharing provider)
 - Annual Capital Bikeshare membership
 - SmarTrip card with at least \$20 preloaded

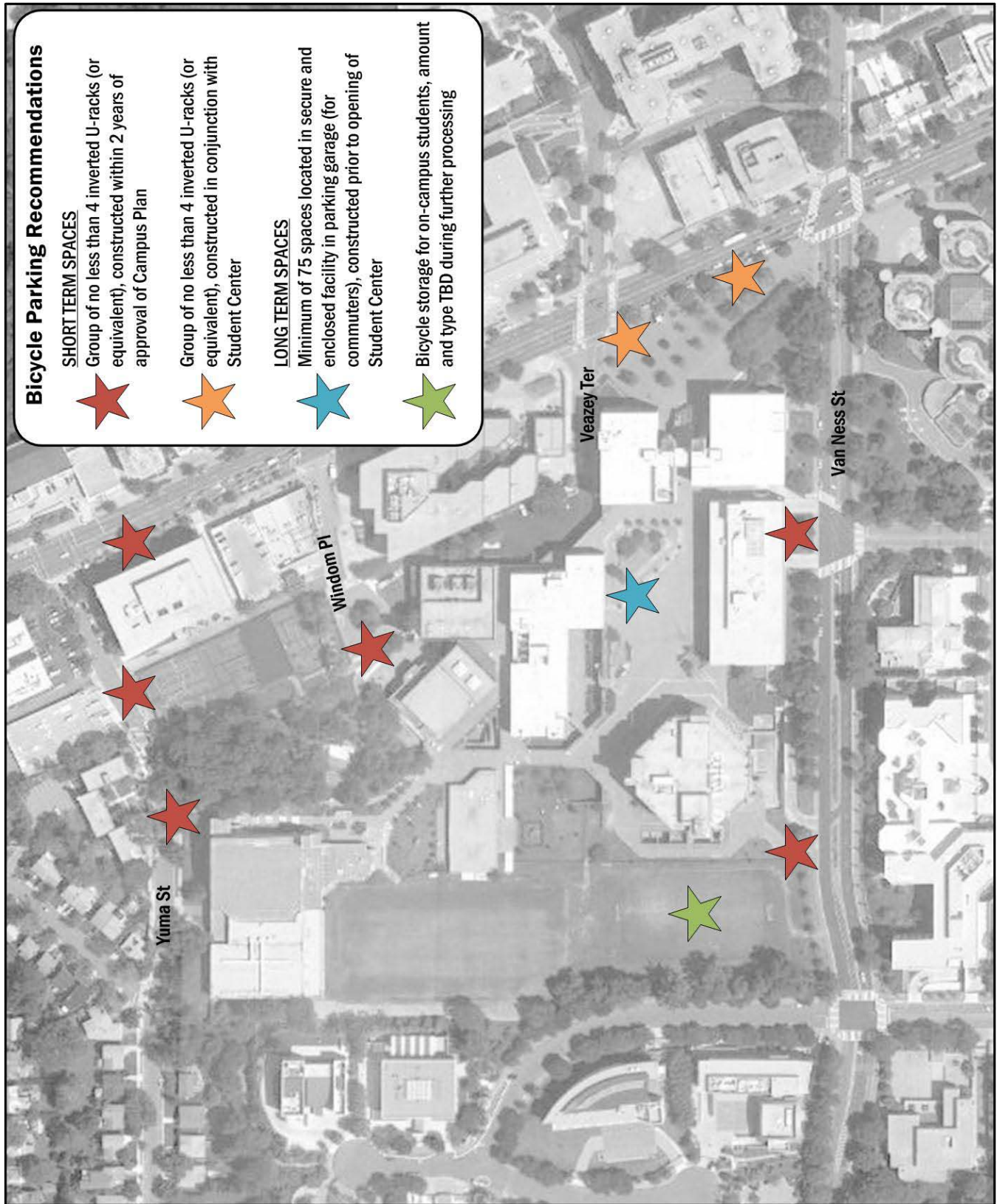


Figure 1: Bicycle Parking Recommendations