American University
Transportation Demand Management Strategy
Presentation Overview

- What we looked at
- What we found
- What we recommend
<table>
<thead>
<tr>
<th>Types of travelers</th>
<th>Description</th>
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<tbody>
<tr>
<td>Convinced &amp; committed</td>
<td>Early adopters, driven by values or budgets (or both!)</td>
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<tr>
<td>Capable, but cautious</td>
<td>Have used alternate modes occasionally but uncertain of them for regular use.</td>
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<tr>
<td>Interested, but skeptical</td>
<td>Would use alternate travel if they had knowledge of them and they were of equal value.</td>
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<tr>
<td>No way, no how</td>
<td>This is O.K. TOO! If an informed choice.</td>
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WHAT WE LOOKED AT
Transportation assets

Walk environment
Bicycle amenities
Transit services
Parking facilities
TDM policies and benefits
Travel markets

Where do people live and work?

What travel modes are reasonably available to them?
Focus groups

How do people currently travel?

Why do they make these travel choices?

What would inspire a change in behavior?
Organizational structure

How are travel services currently delivered?
Who is doing what?
How is performance monitored?
Best Practices

What are the best practices out there?

What can American University learn from similar peers?
SWOT

What does AU have to build from?

What deficiencies exist?

What opportunities exist?

Where do threats lie?
WHAT WE FOUND
AU has a good base to build from

- Many assets to draw on
  - Transit
  - Bicycle
  - TDM benefits
- Planned improvements will further enhance campus environment
- Institution is genuinely committed to sustainability and stewardship
- Existing benefits, and knowledge of them, are good
Travel markets and preferences support further mode shifts

- Many employees can access AU within reasonable travel times and distances via bicycle and transit
- Many employees already utilize or have utilized non-auto modes at least part of the time
- Many would entertain utilizing an alternate mode

Share of Surveyed AU Drivers Interested in Commute Alternatives

- Prefer to use another mode more often: 69%
- Prefer NOT to use another mode more often: 31%
Emerging enhancements present new opportunities

- Purple line connections and Silver Line extension
- General support for fare and service integration (AU, Metro, and DDOT)
- Car share technologies for fleet vehicles and connections
- Traveler apps for information, services and benefits
Significant challenges remain

- Getting parking pricing “right”
- Overcoming transit uncertainties (Red Line disruptions, full buses)
- Providing efficient connections between off-campus administrative units with main campus
- Funding
WHAT WE RECOMMEND
Consolidate TDM programs

Identify a TDM coordinator

Create a TDM storefront

Restructure organization of transportation service delivery

Conduct annual TDM surveys and reporting

Explore outsourcing

goDCgo marketing materials
Expand rideshare benefits

Deepen reductions in HOV parking rates

Set aside preferred parking spaces

Provide free “occasional” parking passes for routine ride-share’ers

Expand marketing

**Source:** www.carpooling.org
Restructure Parking Permits

Create tiered parking rates based on demand

Transition toward “pay as you go” permits

Provide for occasional parking needs of staff
Enhance transit opportunities and functions

Incorporate SmarTrip into AU cards

Explore a universal bus pass with WMATA and DDOT

Adjust peak hour shuttle bus service

Enhance real-time technology on shuttles

http://transitnearme.com/
Explore Car Share as a Fleet Component

Provide off-campus employees with car share membership to utilize car share vehicles for trips to campus

Explore car share + fleet options as an enhancement to guaranteed ride home

Capitalize on car share’s CO2 reduction potential

Source: WikiMedia Commons
Embrace bicycles

Expand and improve bicycle parking facilities

Promote and facilitate shower/locker options

Collaborate on network improvements

Expand Capital Bikeshare

Collaborate on a bike station at Metro station
Enhance the use of technology for trip and event planning

Install real time multimodal travel information screen in public gathering areas

Explore development of local apps for ridesharing to meetings

Develop event planning and scheduling app for parking management

SOURCE: TransitScreen
Expand TDM Marketing and Promotions

Employee and student orientation
Informational webpage
Benefit specialist training and registration assistance
Other strategies

Continue evolution of telework with technology enhancements, manager outreach, and further deployment

Incrementally increase benefits including options for direct transit benefits, car share membership, and/or bike share membership
Recommended targets

Drive-alone mode share <40%
Parking demand per student population <0.033
Bicycle mode share >10%
SmarTrip holders 100%