

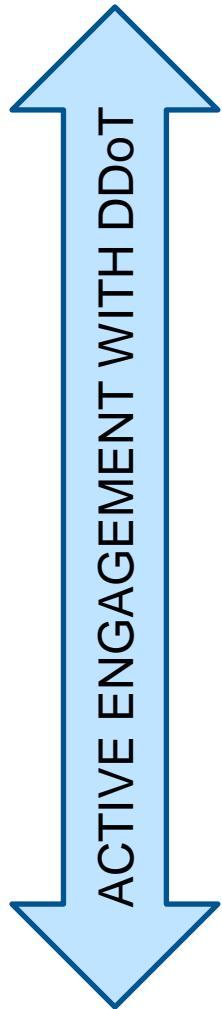
Transportation and Parking Working Group Meeting

September 30, 2020

Overview

- Introductions
- CTR Update
- TDM Plan Summary
- Next Steps
- Comments & Questions

Update: DDoT Campus Plan Review Process



1. **Preliminary Engagement/Pre-Scoping**
2. **Study Period (Traffic Counts)**
3. **Scoping Period**
 - Prepare Scoping Submission**
 - Submit to DDoT**
 - DDoT Review and Approval**
4. **Preparation of Comprehensive Transportation Review (CTR)**
5. **Submit CTR to DDoT**
6. **DDoT Review CTR and Provide Report to Zoning Commission**
7. **Zoning Hearings and Approval**
8. **Monitoring and Compliance**

Transportation Demand Management Plan: Key Components

1. Plan Purpose
2. Plan Background
3. Program Performance
4. New Opportunities
5. TDM Plan

Plan Purpose

- American University is committed to being a leader in sustainability – across the many dimensions that encompasses. The TDM Plan continues American University’s legacy of leading by both example and action.
- Build the plan from the previous TDM Plan in 2014
- Since 2014, the TDM Plan has been hugely successful in increasing the University’s non-single occupant vehicle mode share and providing students and staff transportation options for their commute and daily mobility needs.

Plan Background

Since its first TDM Plan was approved, AU has expanded and strengthened its TDM Program to take advantage of new opportunities and address challenges while adhering to the provisions of the 2011 Campus Plan and zoning orders.

Current programs includes:

- University Shuttle Service (over 1.2m rides in 2019)
- WMATA U-Pass Program (over 1.4m rides in 2019)
 - U-Pass program currently suspended for Fall Semester
- Priced campus parking
- On demand corporate ride-share
- Transit subsidies
- Guaranteed Ride Home
- Flex time and telecommuting

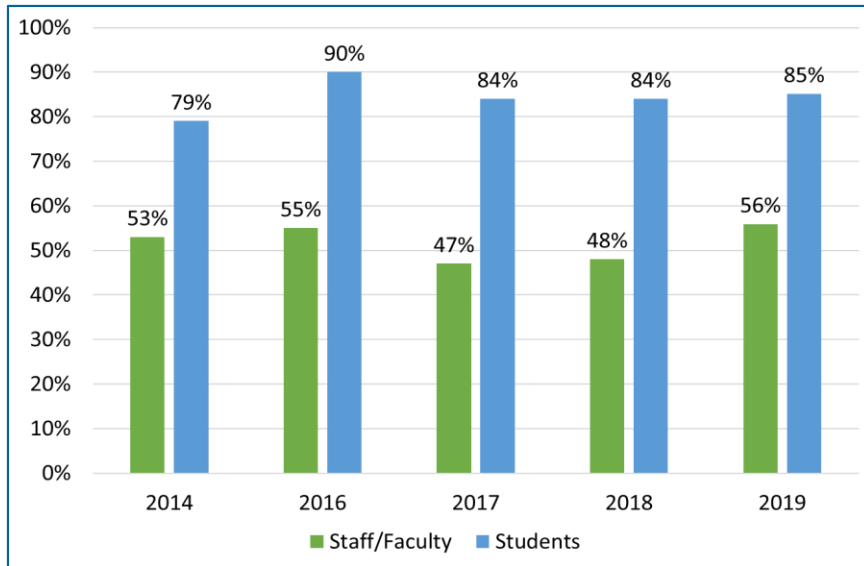
Program Performance

As part of the current 2011 Campus Plan, the University has been providing annual transportation monitoring reports to DDOT including:

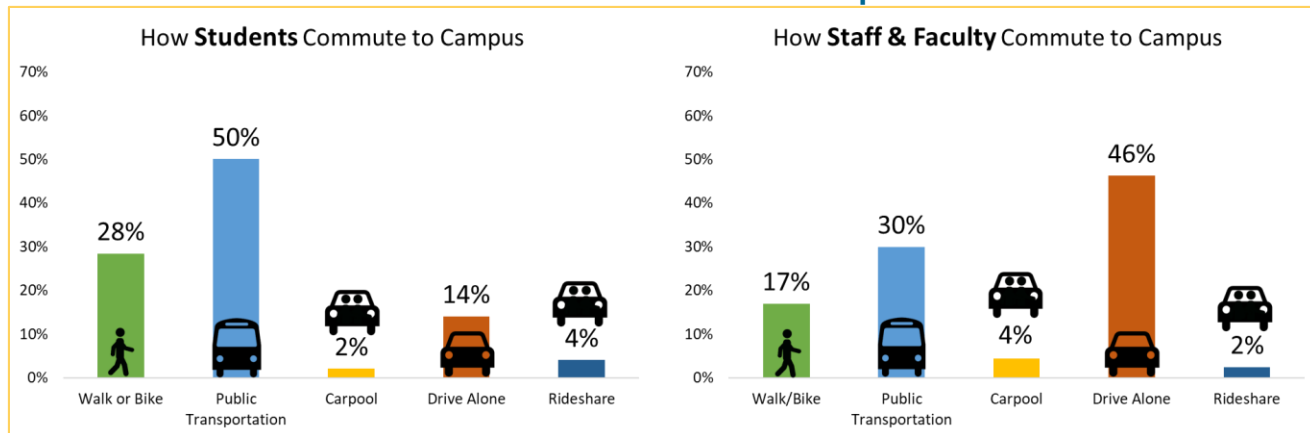
- data on parking utilization
- campus mode share
- TDM benefits participation; and
- AU shuttle operations

Campus Transportation Demand Management

Campus Mode Share



Campus Commute



New Opportunities

Since the 2014 TDM Plan was adopted, AU has implemented many of the best practices of leading campus based TDM programs. This update provides an important opportunity to consider several additional TDM strategies that have emerged since then that merit consideration for the updated TDM Plan.

- On-demand transit partnerships
- Improving/Expanding E-Scooter Mobility
- Shifting from Permits to Virtual Self-Park
- Carpool Priority Parking
- Build upon Increased Bicycle Demand
- Continue Telework Gains

TDM Plan Overview

The 2021 TDM Plan will focus on building upon the remarkable success of the 2014 Plan, as it has been implemented, sustained, and expanded under the guidance of the AU TDM Coordinator, by maintaining and expanding current programs, while adding a discrete set of new strategies as TDM Program elements, based on new and emerging best practices.

In addition to the existing programs and the new opportunities highlighted, the following are strategies for further consideration.

- U*Pass enhancements
 - Employee U*Pass
 - Year-round U*Pass benefits
 - Adding other systems to U*Pass (i.e., Ride-On)
- On-Demand Transit Partnerships
 - Complement AU Shuttle
 - Extend service schedules and coverage

TDM Plan Overview

- Improved/Expanded E-Scooter Mobility
 - Campus service areas
 - Safety objectives
 - Parking and charging
- Carpool Priority Parking
 - Enabled through virtual-permitting
 - AU registered carpools
- TNC Drop-off/Pick-up
 - Review and consolidate locations
 - Work with TNCs to enforce

Comments & Questions