

Transportation-Demand Management Community Presentation

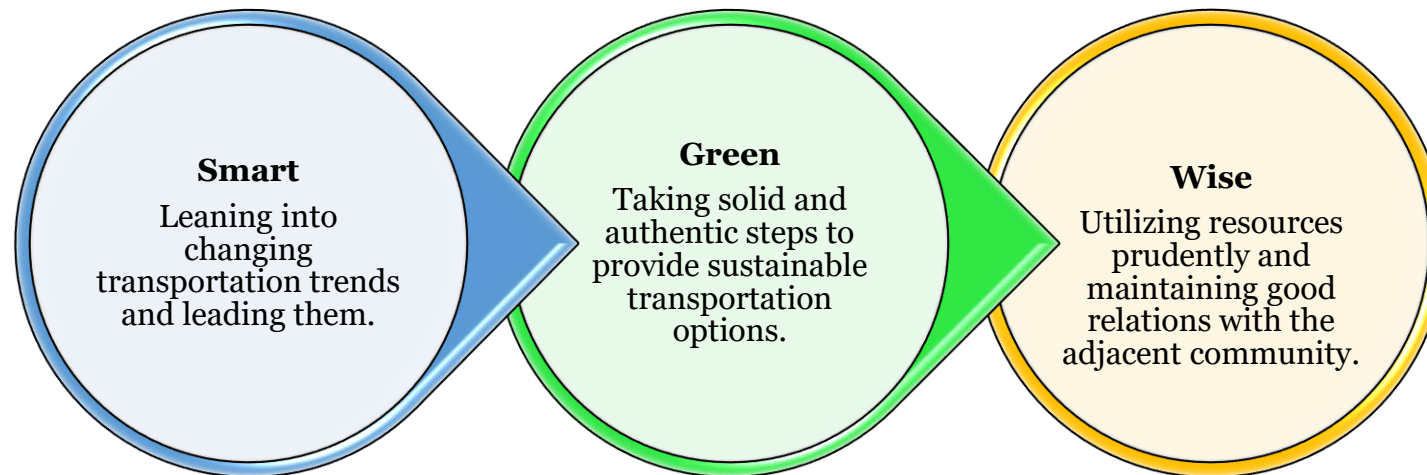
American University
Office of Risk, Safety and Transportation programs

Thursday, June 7, 2018



Program Objectives

- Improve transportation options for AU students, faculty, staff, contractors and visitors
- Develop transportation strategies that reduce single-occupancy vehicle commutes to and from AU, decreasing the University's carbon footprint and impact to local traffic congestion
- Guide the University on the implementation of transportation demand management strategies



Parking Space Utilization

- American University currently maintains an inventory of approximately 2,393 parking spaces which includes Main Campus, East Campus, and the Washington College of Law (WCL) only.
- As of July, 2017, American University has a total of 2,479 full-time equivalent employees (FTE). The average number of FTE who are enrolled in the parking permit program through payroll deduction each month is 1,050, of which 122 work at WCL
- On a typical semester weekday, we have experienced approximately 80% utilization of available parking inventory, inclusive of Main Campus, East Campus, and WCL.



Commuter Mode Split

Mode Split Surveys of the Campus Population (Fall 2016)

	Student	Faculty	Staff
Rideshare	5%	6%	9%
Metrorail	17%	15%	20%
Bus (AU Shuttle and/ or Metrobus)	21%	11%	12%
Walk or Bike	43%	14%	11%
Drive Alone	13%	54%	48%

The survey resulted in 1,715 responses from students, faculty, and staff.



Programs & Services

Occasional Permit Program

- The Occasional Parking Permit Program provides an alternative between daily or monthly parking rates and allows commuters to purchase parking according to their specific needs.

Good Neighbor Program

- Between August 2016 and August 2017, AU issued 1,418 citations for suspected violators in the areas near Main Campus, East Campus, Spring Valley Building, and the Washington College of Law. The fine structure has been increased and tiered for repeat violators.

Zipcar Corporate Program

- AU partnered with Zipcar to offer a turn-key corporate fleet concept. AU was the first university in the region to enter into such an agreement with Zipcar. There are now eleven (11) Zipcar vehicles on main campus that are used to support the official transportation needs of the university and the university pays for their use through a corporate account.



Programs Cont.

U·Pass Program

- The U·Pass is included in the cost of admission for the approximately 10,000 eligible students and allows for unlimited rides on all Metro Rail and Metro Bus routes. In the first year of the U·Pass Program, ridership on the Red Line that serves AU increased by ten percent and AU students logged over one million rides on Metrobus and Metrorail.

Employee Based TDM Strategies

- AU continues to offer our employees transit and work schedule options that reduce parking demand, reduce traffic congestion, and/or encourage using mass transportation. As of August 2016, there are 230 AU employees participating in the SmartBenefits program, of which 15 work at WCL.

AU Shuttle

- AU maintains a robust shuttle service program that connects all of its properties. In Calendar Year 2016, the passenger count for the program was 1,026,951.



Programs Cont.

Capital BikeShare

- AU has expanded the number of Capital BikeShare locations on our various campuses.

RideAmigos Carpool Matching

- AU has partnered with RideAmigos to strengthen and expand carpool matching and ride sharing services for our community. Because of this service and the restructuring of employee parking fees and options, the need for carpool registration with the Office of Parking and Commuter Services has become obsolete.

Bicycle Facilities

- AU has invested extensively in exterior bike racks and indoor bicycle parking facilities to support both commuter and resident bicycle riders. We have noted a trend of fewer student owned bicycles on campus due to the U·Pass Program, car sharing services, Capital BikeShare, and ride services such as Uber and Lyft.



Moving Forward

- Continue to support the shift in commuting behavior through incentive structures
- Embracing new technologies and changes to transportation landscape
- Augment influx of traffic from campus and D.C. construction projects through coordination and restricting amount of vehicular traffic on campus
- Monitoring neighborhood for parking availability



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