



AMERICAN UNIVERSITY

W A S H I N G T O N , D C

November 6, 2018

VIA E-MAIL and U.S. MAIL

Ms. Anna Chamberlin
Manager, Project Review
District Department of Transportation
55 M Street, SE. 4th Floor
Washington, D.C. 20003

Dear Ms. Chamberlin:

The purpose of this letter is to provide your office with parking space utilization information for American University (“AU”) in accordance with the requirements set forth by the Zoning Commission for the District of Columbia, as well as provide an update regarding the additional transportation demand management (“TDM”) measures that the American University has undertaken since the approval of the 2011 Campus Plan.

The Zoning Commission for the District of Columbia approved the American University 2011 Campus Plan in Zoning Commission Order No. 11-07 with certain conditions. Specifically, Condition 14 states:

The University shall provide DDOT with annual reports on parking utilization that reflect the number of non-carpool passes sold each year relative to the number of full-time equivalent employees and the number of occupied spaces on a typical semester weekday.

In addition, American University 2011 Campus Plan, Zoning Commission Order No. 1107B for the Washington College of Law/Tenley Campus, Condition 3 requires certain TDM monitoring reports. Please note that the AU TDM program is managed as one overarching, comprehensive strategy. Therefore, this letter will provide total program statistical information contained in both Orders.

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. On a typical semester weekday, AU’s parking demand (inclusive of Main Campus, East Campus, and WCL) is approximately 69-72% of the available parking inventory. AU maintains parking inventory in the following buildings: 4200 Wisconsin Avenue, NW; 4401 Connecticut Avenue, NW; 3201 New Mexico Avenue, NW; and 4801 Massachusetts Avenue, NW. We also lease spaces at 4301 Connecticut Avenue, NW. AU has removed approximately 75 parking spaces resulting from the construction of the Hall of Science Building in addition to the temporary loss of 68 parking spaces at the Hamilton, Watkins & Kreeger, and DPS Roadway lots. During peak demand, parking surveys have highlighted that main campus has over 500 spaces available for use and over 700 with the inclusion of the WCL and Yuma facilities that will be able to absorb this loss. AU will continue to monitor parking availability and provide updated figures to reflect the change in parking inventory and utilization rate in future reports.

As of October, 2018, American University has a total of 2,672 full-time equivalent employees (FTE). The total number of FTE who are enrolled in the parking permit program through payroll deduction each month is 983, of which 117 work at WCL. The number of FTE enrolled in the parking permit program has decreased by approximately 6%, or 67 FTE, since 2016. This number also includes employees who park at the aforementioned additional parking locations away from main campus and WCL.

Parking space demand on Main Campus has significantly decreased due to staff being relocated to the Spring Valley Building and the opening of East Campus parking facilities. In addition, as various transportation demand management programs being instituted at AU mature and expand, we have observed a decrease in parking demand by students, faculty, staff, and guests.

Condition No. 13 of ZC Order No. 11-07 describes the TDM measures that American University agreed to implement during the 2011 Campus Plan and Condition No. 3, of the ZC Order No. 11-07B requires monitoring reports. The information provided below discusses additional TDM measures that the American University has undertaken since the 2011 Campus Plan Order was approved as well as reporting on standing programs:

1) **Virtual Self Park Code (Pay-As-You-Go):**

In 2017, AU transitioned its Occasional Parking Permit program to Virtual Self Park Code (Pay-As-You-Go) where community members are able to pay for parking at hourly or daily increments using the pay stations in the elevator lobbies of Katzen Arts Center, East Campus Surface Lot, the Spring Valley Building, and the School of International Service. AU community members are eligible to sign up for a discounted location code to be utilized with the PayByPhone parking application (available in the Apple and Google Play app stores) to park in general parking areas on campus. The program provides community members with greater flexibility in planning their commute by allowing them to only pay for the amount of time they will be on campus and incentive them to drive only when they need to.

2) **Carsharing Program:** A survey found that a number of faculty, staff, and nonresident students were driving their personal vehicle to campus in order to have reliable, efficient transportation to conduct official university business off campus throughout the day. To address this transportation needs gap and, in turn, reduce the number of vehicles being driven to campus, AU partnered with Maven, a General Motors (GM) subsidiary, to offer a turn-key corporate fleet concept and carsharing vehicles for the campus population. AU was the first university in the region to enter into such an agreement with Maven. AU maintains ten (10) Maven vehicles on campus that are used to support the official transportation needs of the university and the university pays for their use through a corporate account. Student groups have used the carsharing services as an alternative to driving privately owned vehicles or using ridesharing services when destinations are not transit accessible. Mavens have been placed at the WCL, East Campus, and 3201 New Mexico Avenue NW.

3) **AU/WMATA U·Pass Program:** In August 2016, AU became the first university in the region to partner with the Washington Metropolitan Area Transit Authority (“WMATA”) to offer a discounted transit pass for all full-time undergraduate, graduate, and law students. The U·Pass is included in the cost of admission for the approximately 10,500 eligible students and allows for unlimited rides on all Metro Rail and Metro Bus routes throughout the region, to include the express bus to Dulles. The availability of the U·Pass has significantly reduced the number of vehicle trips to campus by students and in turn, reduced

the traffic congestion in the area. In fact, 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 more than 1.5 million rides on Metrobus and Metrorail.

- 4) **Carpool Matching:** AU has partnered with Commuter Connections, the Council of Government's carpool matching program to strengthen and expand sustainable transit and ride sharing services for our community. To date, 32 AU community members registered for the carpool matching program with 21 actively seeking rides. Combined with the restructuring of employee parking fees and options, the need for carpool registration with the Office of Parking and Commuter Services has become obsolete.
- 5) **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. Examples of these programs include offering WMATA SmartBenefits, flexible work schedules to reduce the number of vehicle trips to campus, expanded teleworking opportunities, and a monetary incentive to use a bicycle to commute to work. In October 2018, 210 AU employees are enrolled in a telework program consisting of one- and two-day arrangements of which 80 employees are from outside of the District of Columbia, Virginia, and Maryland area. Additionally, 66 AU employees have a compressed work week schedule. As of August 2016, 230 AU employees are participating in the SmartBenefits program, of which 15 work at WCL.
- 6) **Capital BikeShare:** AU has expanded the number of Capital BikeShare locations on campus. Three bikeshare corrals are located on Main Campus, East Campus, and WCL.
- 7) **Commuter Mode Split Survey Results:** In October 2018, AU conducted a Commuter Mode Split Survey inclusive of WCL. The survey resulted in 2,229 responses from students, faculty, and staff. AU had experienced a significant decrease in the number of people driving alone between students at 12%, faculty at 69%, and staff at 56% in 2017. We attribute this difference to a change in survey methodology and increase of alternative commuting options.

Mode Split Surveys of the Campus Population (Fall 2018)

	Student (1,435)	Faculty (269)	Staff (525)
Rideshare	6%	3%	6%
Metro Rail	14%	6%	12%
Bus (AU Shuttle and/or Metrobus)	20%	7%	12%
Walk	15%	4%	5%
Biking/Scooter	2%	4%	3%
Motorcycle/Scooter	0.39%	0.00%	0.22%
Drive Alone	8%	31%	34%

Note: Approximately 35% of students, 46% of faculty, and 28% of staff noted "telework" or "did not come to campus" on the 2018 Transportation Survey, therefore, data does not sum to 100 percent.

- 8) **Good Neighbor Program:** AU continues to enforce the Good Neighbor Program and has added additional staff to patrol streets and cite violators. Between August 2017 and August 2018, AU issued 869 citations for suspected violators in the areas near Main Campus, East Campus, Spring Valley Building, and the WCL. The fine structure has been increased and tiered for repeat violators. To date, all validated violations have been adjudicated through monetary penalties or compliance. Link to the AU Parking Policy:
<https://www.american.edu/policies/upload/Parking-Policy-2016-Final.pdf>
- 9) **Neighborhood Parking Availability:** AU has not observed, and neighbors have not notified the university regarding any adverse impact on parking availability on surrounding neighborhood streets. We are aware of concerns with the number of Car-2-Go and Free2Move vehicles parking adjacent to Main Campus. While this is lawful based on city regulations and beyond the parameters of the Good Neighbor Program, we monitor this issue and notify Car-2-Go and Free2Move when there is an excessive number of vehicles in the area.
- 10) **Bicycle Facilities:** AU has invested extensively in exterior bike racks and indoor bicycle parking facilities to support both commuter and resident bicycle riders. The university maintains more than thirty (30) exterior and indoor storage facilities and three bicycle repair stations for public use. We have noted a trend of fewer student owned bicycles on campus due to the U-Pass Program, carsharing services, Capital BikeShare, and rideshare services such as Uber, Lyft, and Via.
- 11) **AU Shuttle:** AU maintains a robust shuttle service program that connects Main Campus, East Campus, Spring Valley Building, and WCL with the AU/Tenleytown Metro Rail station. In Calendar Year 2017, the passenger count for the program was 1,149,070. In July 2018, AU has installed a live shuttle tracking system and mobile phone application enabling students, faculty, staff, and guests to monitor shuttle arrival times.
- 12) **TransitScreen Technology:** AU has introduced transit screen technology to display live-time information on digital screens across campus. At these locations, community members can make calculated decisions and balance all modes of travel within our transportation demand management program including Capital Bikeshare, AU Shuttle, Carshare, Rideshare, Metro Bus, and Metro Rail. Community members can access this information from Apple and Android devices through a mobile application.
- 13) **Ridesharing:** AU is aware of the concerns about the usage of ridesharing services such as Uber, Lyft, and Via on campus and in the surrounding neighborhood. In July 2017, the total rides occurring around main campus averaged almost 5000/month with roughly 40 percent of those rides being Lyft Line (carpooling service). The peak times of usage occurred during morning hours and late-night hours. AU has taken measures to mitigate traffic congestion by establishing ridesharing service locations in select interior areas on Main Campus, East Campus, and WCL to better facilitate pick-up and drop-off on campus.

- 14) **Electric Vehicle Charging:** In September 2016 Transportation & Sustainability Survey, over 30 Plug-In Hybrids or Electric Vehicles commute to campus. AU is committed to providing sustainable transportation options as part of its dedication to carbon neutrality. As a demonstration of this commitment, the University has installed eighteen (18) new electric vehicle charging stations on Main Campus, East Campus, and WCL. The university is also assessing other locations for further expansion.

AU is in the process of considering alternative ways to augment its existing TDM reporting with more consistent methods of evaluating trips to campus by mode to and from campus. Mode split and trips by mode to and from campus are two key performance indicators (KPIs) of the University's TDM program. Our expanded approach will allow AU to more accurately monitor mode choice trends year to year, including vehicular traffic to and from the university, and the effect of TDM programs on shifting mode choice. This information would help the University prioritize investments in TDM programs on an annual to meet the evolving needs of AU's community and to minimize vehicular traffic on the surrounding neighborhoods.

AU has also participated in the formation of the Neighborhood Partnership. The Partnership's goal is to improve the interactions and develop a cooperative and beneficial dialogue and shared analysis between the university and the community on issues related to university operations and to provide recommendations that improve university and community relationships regarding several areas, to include parking and transportation.

Please do not hesitate to contact me if you require any additional information.

Regards,

Daniel R. Nichols
Assistant Vice President
Risk, Safety, and Transportation Programs
American University