

Transportation Demand Management

Transportation Demand Management (TDM) refers to a variety of strategies aimed at reducing the demand on the transportation system, particularly at reducing single occupant vehicles during peak periods, and expanding the choices available to residents, employees, and visitors. Examples can be found in the County’s Policy Plan. The result is a more efficient use of the existing transportation system. TDM is a critical component in achieving the Plan’s goal of land use and transportation balance.

The objective of a successful TDM Program for Land Unit A will be to reduce the number of single occupant vehicle trips and promote the use of alternative modes of transportation or other programs to reduce the impact on the transportation network. These reductions are based on Institute Transportation Engineers’ (ITE) trip generation rates and fall within the ranges shown in Table X, the TDM Trip Reduction Goals. In the ~~TOD area~~ TSA, recommendations are for reductions of at least 35 percent within one-quarter mile of the Innovation Center Station and at least 30 percent for the area between one-quarter and one-half mile from the station. TDM goals lower than those shown in Table X may be considered, on an interim basis, prior to the opening of the Innovation Center Metrorail Station.

Table X: TDM Vehicle Trip Reduction Goals for ~~Commercial-Office~~ and Residential Development

Development	TDM Vehicle Trip Reduction Goals		
	0-1/4 Mile	¼ to ½ Mile	Beyond ½ Mile
Office	45%-35%	40%-30%	35%-25%
Residential	45%-35%	40%-30%	25%-15%

Note: The percent reduction is from the latest ITE peak hour trip generation rates

A large component of TDM will be the implementation of formal TDM programs by the various stakeholders within Land Unit A. Property owners wishing to develop under the plan, through the rezoning process, should consider joining a local Transportation Management Association (TMA) prior to establishing a TDM program. At a minimum, development proposals should include the following elements associated with their TDM program in addition to the minimum goals stated above:

1. Indication of the trip reduction goals to be achieved at each phase of development and the measures to be used in the program.
2. TDM implementation plans with monitoring provisions.
3. Provision of remedies if a TDM fails to achieve its objective within a reasonable period of time.

Parking Management

To facilitate the achievement of TDM goals and encourage transit use, shared parking for uses which have different peak demand periods, instituting paid parking, unbundling the parking, or

other parking reduction strategies are encouraged. Additionally, shared parking between similar uses with both existing and new buildings should be explored, especially if the existing use is over parked. These parking strategies can serve to reduce vehicle trips and increase the cost-effectiveness of the provision of parking. For development within a half mile of the Mmetrorail station, a commitment to parking levels that is supportive of achieving the TDM goals is encouraged. Aa parking plan should be submitted along with a development application that demonstrates that the amount of parking that is provided is sized to support the development. These strategies can serve to reduce trips and more efficiently organize and use the area. Provisions for parking reductions and other incentives to lower parking should be utilized if it is supported by the parking plan. The use of higher parking rates in the first phases of a development followed by lower parking rates in subsequent phases can be considered. Parking agreements with neighboring sites can be considered on an interim basis. Residential uses should take into account the number of bedrooms per unit when establishing the amount of parking to supply. All non-residential uses should reduce their parking supply below the County minimum.

For office space, a maximum parking rate is recommended, and is: The maximum parking rate recommended for office space is:

- 2.1 spaces per 1,000 square feet within one quarter mile of a Metrorail station
- 2.4 spaces per 1,000 square feet between one quarter and one half mile of a Metrorail station.

In instances where a higher parking rate exists or is desired, a parking study can be submitted in order to consider a different rate for office use

Work Group Recommendation: The Work Group has voted to support the following parking management guidance.

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Funding of Transportation Improvements and Services

Funding these transportation improvements through Federal, State and County sources should be pursued; however, some combination of public and private sector funding will be necessary to