

Transportation Demand Management

Report to Planning Commission
Tysons Committee

April 29, 2009



Presentation Outline

- TDM Background
- Current Practice
- TDM Proffer Study
- Potential Recommendations
- Next Steps



Transportation Demand Management (TDM)

the use of policies, programs, services and products to influence whether, why, when, where and how people travel.

TDM measures motivate people to:

- make fewer trips — telework, shop online, etc.
- shift modes — walk, cycle, take transit or rideshare
- drive more efficiently — shop locally, combine trips, avoid peak traffic hours and congested routes



Typical Measures

- Employee Transportation Coordinators
- Information Dissemination
- Carpool/Vanpool Matching
- Guaranteed Ride Home
- Employee Shuttle



Additional Measures

- Transit/vanpool subsidies
- Flexible work hours
- Telecommuting
- Facilities for Bicyclists
- Pedestrian Facilities
- On-site Carsharing Vehicle
- Individualized Marketing



Parking Management

- Reserved Carpool/Vanpool Parking
- Unbundling Parking from Rents
- Parking Reductions
- Technology
- Shared Parking



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Current Plan Language

- Develop and Implement a Comprehensive Area-wide TDM Program
 - Transportation Management Association ...should administer [the]...program
 - may require adoption of an [TDM] ordinance
 - review parking requirements...to consider full range of parking management strategies.
 - 20% or better mode split for HOV/transit trips area-wide
- Applications submit TDM plans and binding implementation commitments



TDM Trip Reductions

- Traffic Reductions for Peak Hours
- Include Walk/Bike, Transit, HOV

Table 7: Trip Reduction Assessment Summary

		AM Peak Hour - Office Uses		
		IN	OUT	TOTAL
Trips Generated Related to the Office Peak Hour	Per ITE Calculation	398	54	452
Trips Generated Related to the Residential Peak Hour	Per ITE Calculation	-	-	-
Target Trip Generation Reduction as a % ITE Rates for Peak Hour Land Use				-25%
Target Trip Generation Reduction		-99	-14	-113
Target Peak Hour Trip Generation	<i>(Trip Generation less Trip Reduction Targets)</i>	299	40	339
Modifiers from Physical Attributes - Step 2				
	Age Restricted Residential	0	0	0
	Internal Trips	-4	-5	-9
	Linked Trips	-8	-8	-16
	Total Adjustments - Step 2	-12	-13	-25
Modifiers from TDM Attributes - Step 3 & 4				
	Transit Proximity	-40	-5	-45
	Onsite Transportation Programs	-16	-2	-18
	Active Parking Management	-33	-5	-38
	Residence to Office	-26	-1	-27
	Total Adjustments - Steps 3 & 4	-115	-13	-128
Adjustments to Trip Generation - Steps 2-4				
	<i>(Removes Trips from system)</i>	-127	-26	-153
Adjustment of Trips based on CUTR Model - Step 5				
	<i>(Adds Trips back into system)</i>	12	2	14
		AM Peak Hour - Office Uses		
		IN	OUT	TOTAL
Net Adjusted Peak Hour Trip Generation		283	30	313



Recent TDM Proffers

- Trip Reduction Goals
- Strategic Plan
- TDM Measures
- Budget
- Monitoring
- Remedies
- Penalties



Recent TDM Proffers

Tysons Corner Center



Trip Reduction:

68% residential

31% office

50% hotel

Penalty:

phasing delays, and

up to \$4.0 million



Recent TDM Proffers

Towers Crescent



Trip Reduction:

39% residential

24% office

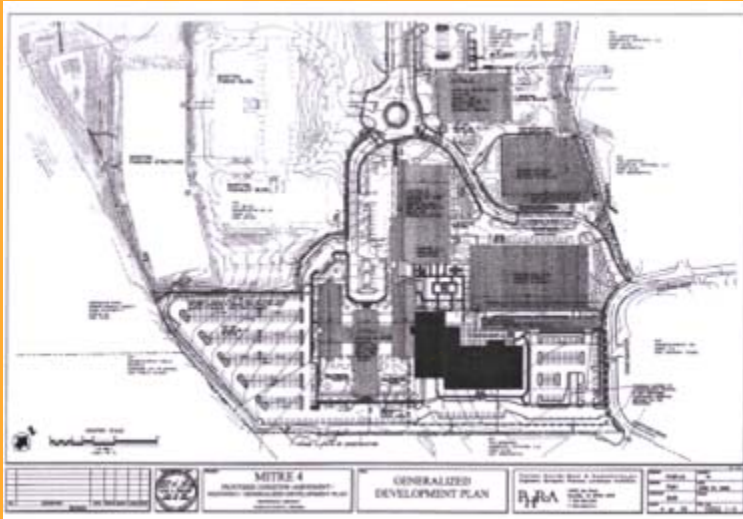
Penalty:

up to \$1.0 million



Recent TDM Proffers

MITRE Corporation



Trip Reduction:

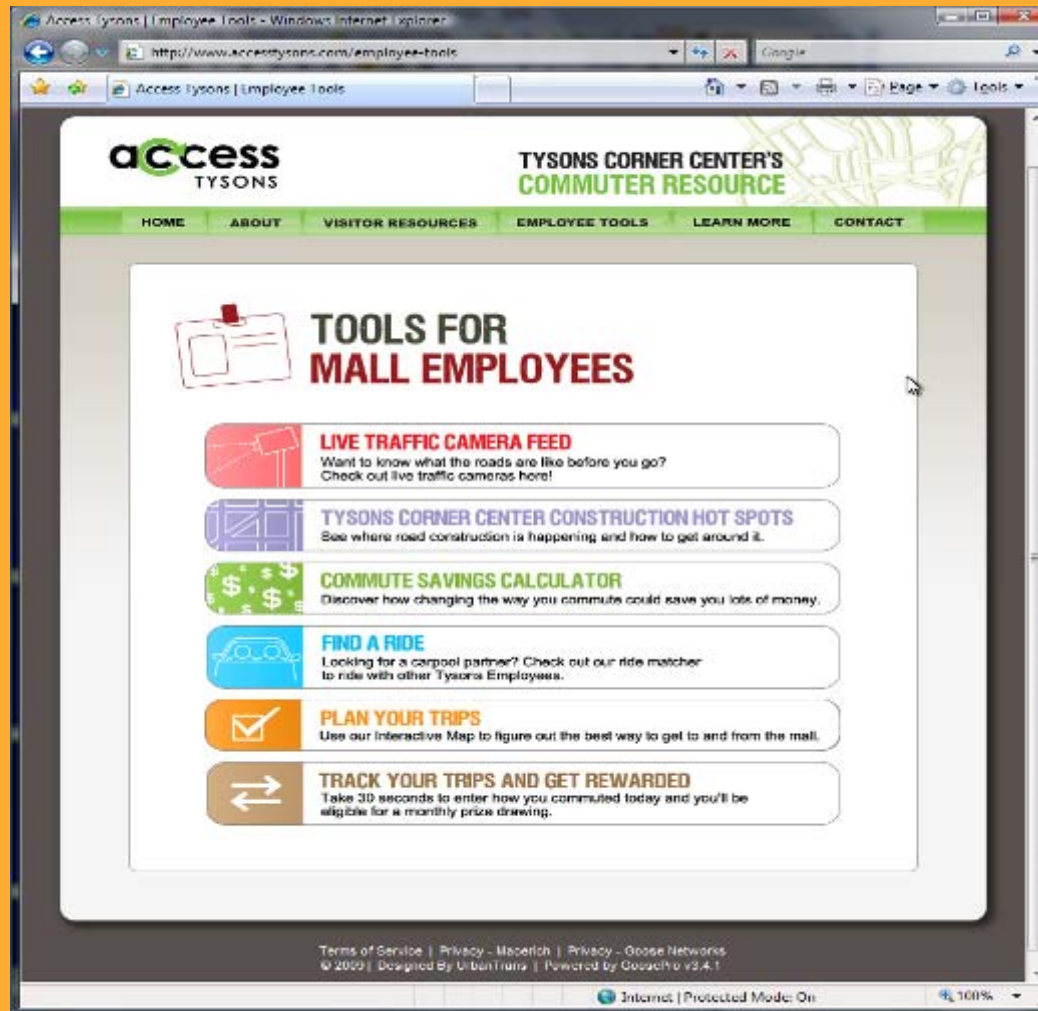
31% office

Penalty:

up to \$750,000



Recent TDM Proffers



Tysons Corner Transportation and Urban Design Study



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TDM Proffer Study

- Increasing the Integration of TDM into the Land Use and Development Process
 - Best Practices Review
 - TDM Manual
 - Commercial and Residential Surveys
 - Implementation Recommendations
 - Parking Strategies for Future TOD Developments



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TDM Requirements for All Development

- Arlington County
 - Requires Transportation Management Plans at Site Plan Review
- Alexandria City
 - Requires TMP for all Development over certain Thresholds
- Montgomery County
 - Requires TMP for all Employers within Transportation Management Districts



Trip Reductions by Area or Distance from Metro

Merrifield Plan

FIGURE 17: NON-SOV MODE SPLIT BASED ON DISTANCE FROM THE TRANSIT STATION

Distance from Metro	Minimum Non-SOV Mode Split
At the Metro Station	25
1,320 feet (5 minute walk)	25
1,320 – 2,640 feet (5 – 10 minute walk)	20
2,640+ feet (Rest of Merrifield)	15



Transportation Management Agencies

- Public/Private Partnerships
 - BID, Tax District
- Funding Issues
- Transportation Management District
 - Include Parking Mgmt. Districts
 - Public, Street or Shared Parking
- Can Change TDM Goals Over Time



Joint Parking and TDM Consideration

- Consider Parking Part of Vehicle Trip Reduction Strategy
 - Encourage Off-Site Parking
 - Count On-Street Parking
 - Improve Methods to Calculate Shared Parking
 - Encourage Pricing and “Un-bundling” Parking Costs
- Include Parking Reductions and Management as part of Land Use Approval Process



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TDM Study Schedule

- Commercial and Residential Surveys Conclude Spring 2009
- Recommendations Developed Summer 2009
 - Including TDM Goals for Tysons Corner
- TDM Implementation Approval Process begins Fall 2009



Questions...



Tysons Corner Transportation and Urban Design Study

