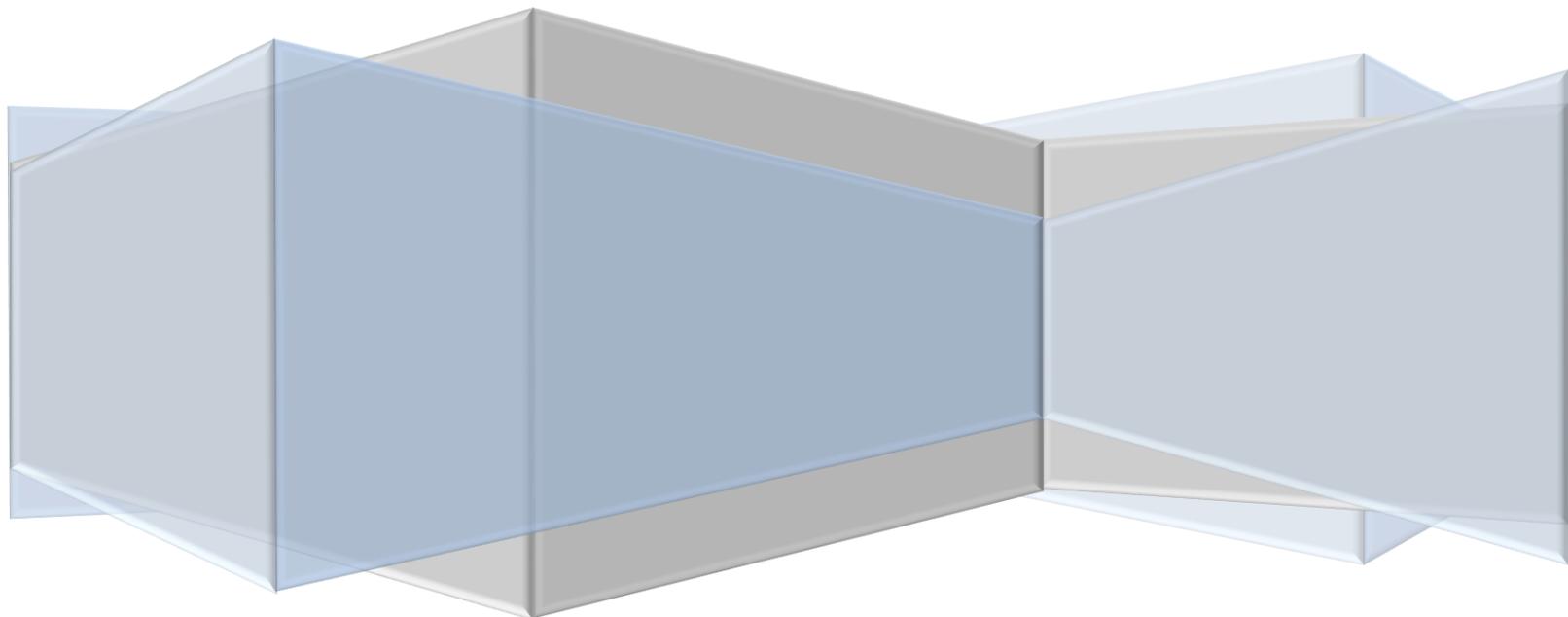


**Fairfax County Department of Transportation**

# **TDM Guidelines**

**For Fairfax County**

**January 1st, 2013**



## **TDM Guidelines for Locations in Fairfax County**

1. Review case and determine location, type (residential, commercial, mixed use, etc) and size of development and existing and planned transit options and retail. Determine if TDM proffers are applicable to this case.
2. Use case information to determine peak hour SOV trip reduction goals from ITE rates using these charts: [Non-Tysons Trip Reduction Goals](#) or [Tysons Trip Reduction Goals](#)
3. Use case information and Trip Reduction Goals to determine the level of TDM program participation that is appropriate based on this chart: [TDM Level of Participation](#).  
A description of the program elements to be included in the “TDM Plan” can be found here: [TDM Components](#)  
\*Not all programmatic elements must be included in every TDM plan. Review program components with applicant to determine which are appropriate for that particular case. Applicant should include these components in their “TDM Plan”
4. TDM Proffer requirements are based on the distance from the metro and are outlined in this chart: [Requirements by Location](#)
5. Sample proffers for Full, Moderate and Light TDM Programs can be found in this folder: [Sample Proffers](#)
6. When goals are not achieved for Full and Moderate programs, the applicant will be required to utilize Remedy funds to enhance their program or pay Penalty Funds to the County based on a schedule outlined in these charts: [Remedy & Penalty Fund Payment Schedule](#)
7. For a development with multiple buildings in Tysons, the remedy fund can be released back to the applicant over time if goals are met based on the this chart: [Remedy Fund Release Chart](#)
8. Annual Reports must be submitted for every case, and standardized templates and charts can be located in this folder: [Annual Report Templates](#)

## **Attachments**

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## Non-Tyson's Trip Reduction Goals

Development		Non-Tyson's TOD Locations		Non-TOD Locations (More than 1/2 Mile from Station)
		0 to 1/4 Mile from Station	1/4 to 1/2 Mile from Station	
Office	Baseline*	30%	25%	20%
	TDM Goal**	45% - 35%	40% - 30%	35% - 25%
Residential	Baseline	30%	25%	15%-10%
	TDM Goal	45% - 35%	40% - 30%	25% - 15%

\*Baseline refers to the inherent reduction from ITE trip rates observed in Fairfax County without any formal TDM program elements in place. These reductions include the following: vehicle trip reduction due to transit use, peak hour spreading and existing TDM activities (prior to a formal TDM program)

\*\*Use of the higher end of the reduction range should be considered especially for developments in areas of high existing or planned urban accessibility, located close to and with easy and convenient pedestrian access to transit stations (<1/4 mile for rail, <1/8 mile for bus service), and in a walkable, mixed-use environment. Mixed-use development supports higher levels of vehicle trip reduction due to internal trip capture and as well as to walk and bicycle trips within the development or to adjacent developments. A project with TDM that is part of a larger mixed-use development may, therefore, support greater vehicle trip reductions than a smaller, single-use, stand-alone project that implements the same site-level TDM measures.

## Tysons Corner Trip Reduction Goals

Square Feet of GSA in Tysons	Distance from Metro Station			
	0 to 1/8 Mile	1/8 to 1/4 Mile	1/4 to 1/2 Mile	Beyond 1/2 Mile
	Trip Reduction Goal			
<b>Up to 65,000,000</b>	45%	35%	30%	25%
<b>65,000,000</b>	50%	40%	35%	30%
<b>84,000,000</b>	55%	45%	40%	35%
<b>90,000,000</b>	58%	48%	43%	38%
<b>96,000,000</b>	60%	50%	45%	40%
<b>105,000,000</b>	63%	53%	48%	43%
<b>113,000,000+</b>	65%	55%	50%	45%

TDM Levels of Participation			
General TDM Elements	Full	Moderate	Light
Bus Benches	X	X	X
Provide Transportation Kiosk or Information Display	X	X	X
OnSite Transportation Fairs	X	X	----
Web Site/OnLine Commuter Store	X	X	X
Participation in FCDOT Rideshare Program	X	X	X
Vanpool Accessible Parking and DropOff	X	X	X
NonSOV Preferred Parking (Office Only)	X	X	X
Pedestrian Facilities	X	X	X
Designate Program Manager	X	X	X
Join area Transportation Management Association	If Available	If Available	If Available
<b>Bicycle Programs</b>			
Bicycle Racks	X	X	X
Protected Bicycle Storage or Lockers	X	X	----
Shower Facilities (Office Only)	X	X	----
Bicycle Routes, Lanes, and/or Paths	X	X	----
Bike Share Participation	If Available	If Available	----
<b>Transit Programs</b>			
Bus Shelters or Bus Stop Improvements	X	X	When Requested
Free or Reduced Cost Transit Passes	X	X	----
RealTime Transit Information	If Available	If Available	----
Shuttle	When Requested	X	----
<b>Marketing Programs</b>			
Access Guide	X	X	----
Bricks and Mortar Commuter Store	If Feasible	----	----
<b>Incentive Programs</b>			
Individualized Marketing Programs	X	----	----
Off Peak Travel Programs (Residential Only)	X	X	----
Shop Near Home Marketing (Residential Only)	X	X	----
Live or Shop Near Work Marketing	X	X	----
<b>Parking Programs</b>			
Occasional Parking Program	X	X	X
Promote Paid Parking	X	----	----
Promote Parking Cashout	X	X	----
Promote Unbundled Parking	X	X	----
<b>Rideshare Programs</b>			
Vanpool Program	X	X	----
<b>Alternative Work Programs</b>			
Promote Compressed Work Weeks (Office Only)	X	X	X
Promote Flexible Work Schedules (Office Only)	X	X	X
Promote Telework Programs (Office Only)	X	X	X
Maintain Onsite Business Center (Residential Only)	X	X	----
<b>Other Programs</b>			
CarShare Program	If Available	If Available	If Available
Concierge Service	X	----	----
Guaranteed Ride Home (Office Only)	X	X	X
Participation in Events & Campaigns	X	X	----
<b>Monitoring</b>			
Surveys	Every 3 Years	Every 3 Years	Every 3 Years
Trip Counts	Annually*	Annually*	Biennially
Reports	Annually	Annually	Annually
Non-Compliance Fee	X	X	X
Incentive Fund	X	X	X
Remedy Fund	X	X	---
TMA Contribution	X	----	----
Penalty Fund	X	----	----

\*Or per proffered agreement

# TDM Components

## Existing Fairfax County and Regional TDM Programs

### Rideshare (Carpooling and Vanpooling)

- **Commuter Connections Rideshare Program** is a service that matches commuters with others who live and work in the same area  
<http://www.mwcog.org/commuter2/commuter/ridesharing/index.html>
- **Commuter Connections Guaranteed Ride Home** (otherwise known as GRH) provides commuters who regularly (twice a week) carpool, vanpool, bike, walk or take transit to work with a **FREE** and reliable ride home when one of life's unexpected emergencies arise.  
<http://www.mwcog.org/commuter2/commuter/grh/index.html>
- **Commuter Connections Pools Program** offers financial rewards to lifelong solo drivers who start or join a new carpool in the Metropolitan Washington Statistical Area.  
<http://www.mwcog.org/commuter2/commuter/ridesharing/PoolRewardsProgram.html>
- **VanStart** can provide up to nearly half the cost to start a new vanpool under the VanStart program, or keep an established vanpool on the road when unexpected rider loss occurs with the VanSave program. [http://www.vamegaprojects.com/employer-solutions/#employer\\_incentives](http://www.vamegaprojects.com/employer-solutions/#employer_incentives)
- Employees of office tenants at Arbor Row who carpool to work with a co-worker or an employee of another tenant are eligible to receive a **preferential parking** spot close to the entrance of the buildings.
- **NuRide** is a national rewards program for commuter using sustainable and green travel modes. Commuters accrue points with each green trip that may be redeemed for prizes.  
<http://www.nuride.com/nuride/main/main.jsp?ts=1291396867554&setStart=0>
- **I-495 High Occupancy Toll (HOT) Lanes** project will deliver a new HOV option to the Capital Beltway in Virginia, opening up new carpooling and slugging opportunities to Virginia's largest employment center, Tysons Corner. The project will significantly expand the regional HOV network and link with the planned I-95/395 HOV/Bus/HOT lanes, I-66 and the Dulles Toll Road creating a 70-mile HOV/Bus/HOT lanes network. <http://www.vamegaprojects.com/about-megaprojects/i495-hot-lanes/#benefits>

### Cycling

- **Locker Rental Program** at two (2) Park and Ride facilities: Reston East and Herndon-Monroe Park and Ride Lots. <http://www.fairfaxcounty.gov/fcdot/bike/bikelockers.htm>
- Bicycle commuters are eligible for the **Federal Bicycle Benefit** of \$20.00 per month for bicycle commuters. <http://www.bikeleague.org/news/100708faq.php>
- **Fairfax County Bike Benefit Program** is a benefit program that is scheduled to start spring 2012; each employer will receive a fifty percent (50%) match for each employee participating. This is a limited time offer. Employers must have a minimum of 100 employees and willing to commit to the program for one year. An employee must ride his/her bike 80% of the time to qualify. <http://www.fairfaxcounty.gov/fcdot/bike/bikebenefit.htm>

### Telework

- **Telework!VA** program provides telework training and financial incentives for Virginia businesses to establish or expand telework programs for their employees. The program was established by the Commonwealth of Virginia's Department of Rail and Public Transportation (VDRPT) in an effort to reduce traffic congestion, improve air quality, and facilitate better transportation through technology. <http://www.teleworkva.org/go/get-started/overview/>

## Transit

- **Tysons Express Bus from Woodbridge** is a new service offered by OmniRide during weekday peak hours. The bus has Wi-Fi and bathrooms. <http://www.prtctransit.org/commuter-bus/schedules/tysonscorner-am.php>
- **Tysons Express Bus from Leesburg and Broadlands** is a new service offered by Loudoun County during weekday peak hours. The bus has Wi-Fi and bathrooms. [www.loudoun.gov/bus-tysons](http://www.loudoun.gov/bus-tysons)
- **Fairfax Connector** is the bus service offered by Fairfax County and available lines in the area are 401/402, 574, and 425/427. <http://www.fairfaxcounty.gov/connector/routes/>
- **Metrobus** is the bus service offered by WMATA and available lines in the area are 2T, 3T, 5A 15K/15L, 23A, 24T, and 28T. [www.WMATA.com](http://www.WMATA.com)

## Benefits

- **SmartBenefits** is a convenient program to electronically allocate money each month for commuting via rail, bus or vanpool to employees. Employers can choose to offer transit benefits by either withholding a certain amount of money from paychecks or offering it as a tax-free benefit. [http://www.wmata.com/business/employer\\_fare\\_program/](http://www.wmata.com/business/employer_fare_program/)

## Events & Campaigns

- **National Telework Week** –The Telework Exchange hosts a national telework day/ week. Employees are asked and encouraged to telework for the day or at least part of the week.
- **Walk to Work Day** - Walk to Work Day encourages commuters to get to their place of employment on foot. The event is best suited for densely populated cities and people that live close to their work. *April*
- **Earth Day** - Earth Day encourages individuals to curb their personal impact on the planet by cutting pollution and waste for the day. Started as a day of observance, Earth Day has evolved into a global action-driven event. *April*
- **Bike to Work Day** - This event encourages commuters to bike to work and raises awareness of alternative modes for transportation. Local organizations like WABA offer bike safety workshops. *May*
- **International Car Free Day** - This is an international event celebrated every September 22 in which people are encouraged to get around without cars and instead ride a train, bus, bicycle, carpool, subway, vanpool, walk or telework. Car Free Day is open to all commuters, students, homemakers and seniors in the Washington metropolitan area. *September*
- **Virginia's Try Transit Week** - The event educates Virginians about transportation options other than driving alone, and it seeks to increase participation in those options. *September*

## **Site-Wide TDM Program Elements**

### **TDM Program Manager**

The overall approach of the site-wide TDM Program Manager is likely to follow an individualized marketing framework. Individualized marketing is a TDM implementation and evaluation process that takes the principles of social marketing and customizes them to transportation programs focused on the individual traveler. The approach is simple: target customized information, training and incentives to people who are open to changing the way they travel. Identifying people open to trying transportation alternatives is achieved through pre-surveys of the population to determine who uses transportation alternatives currently, who is interested in using them more, and who would never consider changing their travel behavior. The programs are implemented and the participants are then surveyed again to understand how their travel behavior changed. This approach will ensure resources are spent on individuals most likely to change and will make sure all elements of the TDM program are captured in one fluid implementation strategy.

- Develop an annual TDM Work Plan (TDMWP) which will outline the activities to be implemented in the upcoming year, provide an assessment of strategies implemented to date and in consultation with the County secure approval of the TDMWP as outlined in Section 8.
- Promote transportation alternatives to all owners, residents and office/retail/hotel employees.
- Remain available to answer questions about all aspects of the TDM program.
- Manage a volunteer network of Transportation Coordinators composed of individual Transportation Coordinators located at residential and office/hotel buildings, and provide these coordinators with materials and information to distribute about the TDM Program and organize periodic and regular meetings with these coordinators.
- Recruit and engage participants (residential and office/hotel/retail) for any outreach events or campaigns associated with the TDM Program over time.
- Coordinate with Fairfax County's Employer Services program and/or Area TMA to conduct TDM outreach to employers located in office/retail space at the site.
- Coordinate with other county TDM providers including TMA, MWCOG and Telework!VA to avoid duplication of services and obtain support for program implementation.
- Work with residential sales and leasing staff to train them on TDM Program elements and information so they can provide these materials to tenants as they move in or to use as a recruitment tool.
- Coordinate and manage IT efforts associated with the TDM Program.
- Coordinate all monitoring and evaluation activities necessary to measure the effectiveness of the TDM program.

### **Program Web Site**

The TPM will develop a central web site to serve as a hub of transportation-related information for residents, employees, and visitors to the site. The web site will contain links to area transit, rideshare, and other relevant agencies for scheduling and route information as well as providing opportunities for users to learn more about transportation options. If an existing property-wide website exists, a link to the TDM Program Web Site will be created and maintained. If an area-wide Transportation Management Association exists, links to their website could replace a specialized website.

## **TDM Program Branding**

An initial step in the promotion and marketing of the TDM Program is the development of a program brand. The brand will be used on TDM program marketing materials, which may include e-newsletters, the program web site, print ads, brochures, flyers, premiums and news releases.

To be successful, a brand must offer a relevant, consistent message that resonates with current and potential customers. The graphic identity of a program brand, including a logo, taglines, and a brand standards document should convey the program's ability to address the needs of the various types of employees, residents and visitors that will travel to the site. The brand should create a single point of reference for the individuals that will access the site daily. Ideally, branding will eventually be coordinated with an area or district-wide TDM program. However, unique site branding will be pursued should an area-wide TDM program not be in place at the time of development or if adequate coordination with Tysons-area property owners cannot be achieved.

## **Promote Real-time Transit Information**

WMATA now offers real-time transit information through its web site and applications are available for smart phones that allow travelers to access real-time schedule information. Because real-time transit information has been found to decrease perceived wait times and increase rider satisfaction with transit systems, the TDM Program will promote applications and web sites that provide real-time travel information. In addition, through this platform, the TDM Program Manager can monitor new technology that can be used to increase the use of non-SOV travel modes and implement those strategies when appropriate based on costs and potential benefits. The information provided will include, but not be limited to, the following:

- Traffic conditions, road hazards, construction work zones, and road detours.
- Arrival times and delays on Metrorail and area bus routes.
- Real time parking conditions and guidance to current on-site parking vacancies.

## **Site-based Transportation Access Guide**

A local access guide will be made available to all traveler groups to the site, including residents, employees, hotel guests, and visitors. The guide will provide them with information about how to access transportation options, parking, retail, and services, as well as provide them with a sense of amenities and destinations within walking and biking distance. When possible these access guides will be provided to new residents as part of their move-in packet as well as to all new employees in office and retail space. The purpose of the local access guide is to familiarize residents and employees with what is available in and around the project site. By doing so, the need to travel off-site is reduced and in some cases this eliminates the need for a vehicle during work hours to run errands. The local access guide will be updated on an annual basis or as needed.

## **Special Event Management**

As the development evolves and the commercial uses are occupied, programs will be implemented to minimize the impact of vehicle trips during on-site special events. Potential programs include reduced parking fees for carpoolers, temporary bike stations where visitors can leave their bikes, temporary shuttle buses and coordination with event organizers to assure that attendees know about all of their travel options.

## **Live-Work-Play Marketing**

A live-work-play marketing program will be implemented to encourage tenants of the residential uses to work, shop, and eat within the mixed use site. An advanced strategy will be implemented to encourage local employees to purchase or lease housing close to their worksites through a variety of financial incentives that shall be defined in the annual TDM Work Plan (TDMWP). These may include, but are not limited to, incentives like giving away bicycles to encourage biking from home to work or SmarTrip® Cards to encourage taking transit from home to work to individuals who both live and work in the area. The TDM Program Manager will also seek discounts or coupons from local retail and service establishments and distribute those items to residents to encourage them to shop locally. This marketing encourages residents to shop at, eat at, and visit businesses that are within walking distance of their homes or accessible via transit.

## **Bicycle Accommodations**

Secure locations will be provided throughout the project site as development occurs. Outdoor racks will be designed to provide support at both the bicycle's wheel and frame. Racks will be placed near building entrances and in well-lit areas. The outdoor racks will largely serve as an amenity for visitors and will provide other access options for shoppers and diners. Recommended spacing dimensions for "Inverted U" bicycle rack parking are can be found in the in the Association of Pedestrian and Bicycle Professionals' Bicycle Parking Guidelines.

Bicycle storage options that protect bikes from weather and offer higher security will be offered for those who commute to work via bicycle and store their bicycle onsite for long time periods. These options will include indoor storage with access to clothes lockers, changing rooms, and showers for office use only.

Within residential buildings on the property, secured common storage areas will also be provided such as internal to parking garages or other secure space within the building as well as providing bike racks outside of the buildings for visitor use. The Comprehensive Plan provides general guidance with regard to bicycle parking ratios for Metro Stations. The Applicant will work with FCDOT in determining the specific number of bicycle racks which can be accommodated within the development.

- **Public Bike Storage Facility:** It is the intent of the overall TDM programmatic effort for the station area to provide a public bike storage facility at a nearby Metro in coordination with WMATA.
- **Bike Share:** Should a bike share program be created for the greater urban area, the TDM program manager will work with FCDOT to determine whether location(s) on the property for bike kiosks would be appropriate. If locations are deemed feasible, the TDM program manager will market and promote the bike share services to tenants, employees and residents.

## **Incentives**

Adjusting the cost of travel is the most effective tool in TDM programs. Options include increasing the cost of undesirable actions, like driving alone, and decreasing the cost of desirable actions, such as taking transit. The most effective pricing and incentives strategies at a TOD the size of the development include:

- Subsidized Metrorail SmartTrip Cards for individuals trying transit for the first time
- Subsidized vanpool subscriptions
- A Commute Rewards program to reward long-term use of transit and other transportation options

## Carsharing Placement and Services

Carsharing refers to a short-term automobile rental service available to the general public. Carsharing providers offer a small fleet of vehicles for a limited timeframe, typically only a few hours. The cars allow travelers to accomplish short trips for errands or meetings. Carsharing encourages travelers to use alternatives to SOVs (like transit) because they can use carshare vehicles for mid-day trips rather than be forced to rely on their private vehicle. In addition to being an important TDM support strategy, a strategic carsharing program can also reduce the need for fleet vehicles and thereby reduce some of the corresponding parking required for those vehicles in office building parking structures or lots. Third party car sharing providers are available on a contract basis, and would be appropriate for residential buildings within the Arbor Row area. The TDM Program Manager will pursue carsharing placement and services for the project. If opportunities exist to coordinate with other property owners in the vicinity, then a joint effort will be pursued. If such service is established, the TDM Program Manager will work with FCDOT to provide a minimum of two strategically located parking spaces throughout the project to accommodate such a carshare program.

## Vehicle Parking Management

There are several parking management techniques that can influence the use of alternative modes of transportation versus driving alone. The primary tool is charging a daily or monthly fee for parking. It is the intent of the TDM Plan to charge for parking associated with off-street garages, structures or lots as the market may dictate. In addition to using parking fees as a disincentive to driving alone (SOVs), there are several parking management techniques that incentivize travelers to use a transportation alternative. The techniques include:

- **Limiting Supply of Parking:** Fairfax County has acknowledged the current parking capacity in urban centers in the County far outweighs demand and is an inefficient use of land and resources. The Comprehensive Plan recommends new parking ratios for TOD Districts. For example, all non-residential uses have no minimum parking requirements within the first 1/2 mile of Metrorail stations. Minimum parking requirements are reduced for all land uses located outside the 1/2 mile; but the Comprehensive Plan calls for significantly less parking in these areas than what has been built in the Tysons Corner area in the past. In fact, to avoid an oversupply of parking, maximum parking ratios have been established for all areas within Tysons Corner. These new regulations are intended to limit the supply of parking in TOD areas and support the TDM reduction goals by increasing the attractiveness of using Metrorail and transportation options other than driving alone. Parking for the land uses within each of the subject neighborhoods shall be provided in accordance with the requirements set forth in the ordinance for the Planned Tysons Corner zoning district. The exact number of spaces for each building shall be determined with approval of the site plan based on the specific uses, amount of such uses, and distance from the Metrorail Stations. The parking supply will be managed as required.
- **Pricing and Unbundled Parking for Residential and Office Space:** At this time, the first preference of the developer will be to lease all office space exclusive of parking. This is referred to as unbundled parking. In cases where the market dictates that parking be inclusive of lease costs, the cost of the parking can be presented to the lessee as a line item. Also, the TDM program manager will provide the lessee with information on parking cash out programs in which employers provide their employees with a cash benefit rather than a parking space. These programs have been found to reduce employee parking and associated single occupant vehicle trips. As allowed by market conditions, residential rental units may also be leased exclusive of parking.

- **Parking Permit Controls**

The AG, through the TPM, will develop a parking permit system from the initial stages of the development to proactively manage parking supply. The main reason to develop this permitting system is to ensure that a convenient supply of parking is available for the appropriate travelers near their destinations, such as shoppers near the retail uses or residents near their units. This system also has positive attributes for ridesharing vehicles since they should also be granted preferential parking near building entrances (see the next section below entitled Preferential Parking for HOV).

Importantly, another reason to establish a permit system is to ensure that residents, employees, or customers park in designated areas at the site. Also, as the site grows, managers may find that one lot or structure is preferred by travelers over another due to location, access, or other variables. If a permit system is already in place, parking demand for these areas can be shifted by allocating a certain number of permits to be issued for the capacity of the structure or lot, with the remainder of the demand permitted to seek parking elsewhere at the site.

- **Preferential Parking for HOV**

The project site will provide preferential carpool/vanpool parking at a nominal discount within the office portions of the parking structures planned for the TOD. These spaces will be located closest to the office buildings (and doors) and will represent a prime parking location. An initial minimum of 40 parking spaces will be reserved for HOV use in support of the office buildings at Arbor Row. The demand for preferential parking will likely grow from these initial 40 spaces as the property progresses towards build-out. The demand for preferential HOV parking will be assessed regularly and the number of spaces will be increased as needed and appropriate throughout the life of the project. Signage will be installed to indicate where the spaces are located and will also act as secondary marketing for the preferential parking benefit. The signs will also provide a number that can be called to report violators.

Designs for any parking garage or structure will accommodate enough clearance to accommodate vans used for vanpooling, typically 15 passenger vehicles. The minimum clearance in a parking structure is typically 7 feet, 2 inches. Additionally, drop-off points will be provided

### **Commuter Café**

A Commuter Café offers a relaxed and inviting environment to discover transportation options. The Café is typically equipped with transportation information such as transit schedules, program brochures and promotional pieces. Typically the Commuter Café is located in a visible and easily accessible location. Ideally a storefront location is preferred for the success of the establishment. The Commuter Café will be staffed by the TPM and can double as the TPM's office. The TPM or equivalent staff will be present to assist commuters with trip planning, fare purchases and other basic transportation questions. In essence the Commuter Café acts as the hub of the TDM program and is both administrative and public facing.

## **Office TDM Components**

### **Onsite Transportation Coordinators**

Each new office building, or group of office buildings under common ownership, will designate a property management staff member to serve as the building(s) Onsite Transportation Coordinator to work with the overall TPM. Within each new building, the Onsite Transportation Coordinator will coordinate TDM program implementation with representatives from companies and organizations who are leasing or own space. Onsite Transportation Coordinators will be expected to attend regular planning and coordination meetings with the TDM Program Manager.

### **Try Transit Campaign for Office Employees**

A *Try Transit* campaign will be implemented for office commuters who are interested in trying transit. If feasible, the campaign will be conducted in conjunction with the Virginia's Try Transit Week campaign. The project wide TPM will distribute, Metrorail SmarTrip® cards loaded with enough funds to allow the recipients to make five round trips from the nearest Metro Station to DC. The manner in which the cards are distributed may vary from year to year based on current TDM marketing campaigns, demand, and the success of previous distribution methods and available funds in the incentive fund. The value of each pass may differ from year to year; however, the total value of all passes distributed will be of sufficient value to cover the cost of five round trips from the nearest Metro Station to DC as funding is available. This flexibility will allow the TPM to adjust the Try Transit program to meet the needs of the development's workers and adjust incentive amounts on a per-user basis to assure trip reduction is maximized.

More passes will likely be distributed to residents than employees because many employers offer subsidized transit passes to their employees and those within the development who do not will be encouraged to do so through the other outreach efforts of the TPM beyond those identified in this section.

### **Pretax Metrorail, Vanpool, and Bicycle Benefit Programs**

Established in 2001 by the United States Internal Revenue Service (IRS), the Section 132(f) transit and vanpool pretax benefit enables commuters to pay for transit passes, vanpool fares, bicycle commuting costs, and parking costs through their employer on a pre-tax basis. The limits vary by mode used and are generally updated annually by the IRS. For the 2011 tax year, the benefit levels were \$230 per month for transit and vanpool services and \$230 per month for parking. The bicycling commuter benefit was recently introduced with a pre-tax benefit of \$20 per month.

The TPM will conduct outreach to inform employers and employees of this program element and its associated benefits as long as the tax law allows for this benefit.

### **Guaranteed Ride Home Program**

A Guaranteed Ride Home Program is a program that provides commuters who rideshare, take transit, bicycle, or use other alternative modes with a way to get home or to another location in the case of an emergency. Although the need for employees to use a guaranteed ride home is very rare, knowing it is available provides them with the assurance that their needs can be met. The regional standard for number of guaranteed rides home is up to four per calendar year.

A Guaranteed Ride Home program is provided at no cost to employers of the metropolitan Washington region through the Washington Metropolitan Council of Governments (MWCOC) *Commuter Connections* Program. The TPM will conduct outreach to inform employees and employers of this program and its associated benefits.

### **Carpool Matching Program**

Carpooling and vanpooling (i.e., “ridesharing”) are important vehicle trip reduction strategies given the office and hotel development associated with the development and the current residential location of many workers who will work at the site. The location of many potential employees necessitates having a strong ridesharing program since the Metrorail service cannot be expected to serve all of the residential locations. Ridesharing can also be a very cost effective strategy for reducing single occupant vehicle trips. However, the challenge is matching riders and passengers, which can be facilitated today through online matching programs.

A Ridematching program is provided at no cost to employers of the metropolitan Washington region through the Washington Metropolitan Council of Governments (MWCOC) *Commuter Connections* Program and also by NuRide. The TPM will assess which program is most appropriate for the tenant mix and select a final product for the TDM program. The TPM will conduct outreach to inform Onsite Transportation Coordinators, employers and employees of the program and its associated benefits. Should a ridematching program be created for the Tysons Corner area, the TPM will work with the County’s representative to market and promote the program to Onsite Transportation Coordinators, employers and employees.

### **Telework and Variable Work Schedules**

The development will likely employ individuals that can occasionally or frequently telework (e.g., work from home) or have considerable flexibility on when they can arrive or depart from their office. Given that some of the employees will likely choose housing options greater than 15-20 miles from the TOD, promoting the option to telework or flex arrival time could become a significant recruitment and retention tool for employees. This strategy will spread out or significantly reduce peak hour trips. The TPM will encourage and assist companies with the development and implementation of telework and variable work schedules policies and procedures.

## **Residential Program Elements**

### **Residential Transportation Coordinators**

Each residential building or group of buildings under common ownership will have a property manager designated to serve as a point of contact for the TDM program for that building(s). These Coordinators could be paid staff of the on-site property management company, residential leasing agents, or others who have responsibility for the ongoing operation and maintenance of the building(s). These individuals will have the following responsibilities:

- Promote and distribute information about the TDM Program. This information will be produced by the project-wide TPM and the only responsibility of the residential Transportation Coordinators will be to distribute it within their building(s).
- Inspect the condition and functionality of the bicycle storage located within or on the grounds of the building(s). Report any issues to the project-wide TPM.
- Respond to questions or concerns about TDM program elements, provide information, and coordinate with the project-wide TPM as necessary (i.e. transportation fairs, campaign events, etc.)

### **Try Transit Campaign**

Some new residents to the development will not be accustomed to using transit or other forms of transportation alternatives; however, they might be interested in learning more about Metrorail. Try Transit campaigns, in which travelers who do not normally use transit are given free transit passes, have been shown to be very effective at increasing transit use. Each year the TPM will distribute, site wide, Metrorail SmarTrip® cards loaded with enough funds to allow the recipients to make five round trips from the nearest Metro Station to DC. The effectiveness of the campaigns will be measured using survey instruments. The manner in which the cards are distributed may vary from year-to-year based on current TDM marketing campaigns, demand, and the success of previous distribution methods and available funds in the incentive fund. The value of each pass may differ from year to year; however, the total value of all passes distributed will remain equivalent to cover the cost of five round trips from the nearest Metro Station to DC as funding is available.

<b>TDM Guidelines by Location</b>					
<b>TDM Components</b>		<b>Tyson</b>	<b>Non-Tyson TOD (Within 1/2 Mile of Metro)</b>	<b>Non-Tyson TOD (Within 1-1/2 Mile of Metro)</b>	<b>All other TDM Programs</b>
TMA Contribution	Office	\$0.10/sq ft	N/A	N/A	N/A
	Residential	\$0.05/sq ft			
Incentive Fund	Office	\$0.02/sq ft	\$0.02/sq ft	\$0.01/sq ft	\$0.01/sq ft
	Residential	\$0.02/sq ft	\$0.02/sq ft	\$0.01/DU	\$0.01/sq ft
Remedy Fund	Office	\$0.40/sq ft	\$0.20/sq ft	\$0.10/sq ft	N/A
	Residential	\$0.30/sq ft	\$0.10/sq ft	\$0.05/sq ft	
Penalty Fund	Office	\$0.10/sq ft	N/A	N/A	N/A
	Residential	\$0.05/sq ft			
Non-Compliance Fee		\$100/Day	\$75/Day	\$50/Day	N/A
TMA Membership		Optional	Participate	Participate	Participate
Trip Counts		Annually	Annually until 3 consecutive counts show goal has been met, then biennially		Biennially, unless otherwise requested by FCDOT
Surveys		Every 3 Years, unless otherwise approved by FCDOT			
Report		Annually	Annually	Annually	Annually
End of Applicant Control Period		Post build-out, after 3 consecutive counts show goal has been met			

## **Remedy & Penalty Fund Payment Schedule**

### **Tyson's Remedy Fund: Payment Schedule**

<b>Failure to Meet Trip Goals</b>	<b>Remedy Expenditure</b>
1% - 3%	1% of Remedy Fund
3.1% - 6%	2% of Remedy Fund
6.1% - 10%	4% of Remedy Fund
Over 10%	8% of Remedy Fund

### **Non-Tyson's Remedy Fund: Payment Schedule**

<b>Failure to Meet Trip Goals</b>	<b>Remedy Expenditure</b>
1% - 3%	3% of Remedy Fund
3.1% - 6%	6% of Remedy Fund
6.1% - 10%	10% of Remedy Fund
Over 10%	15% of Remedy Fund

### **Penalty Fund: Payment Schedule**

<b>Failure to Meet Trip Goals</b>	<b>Penalty Owed</b>
1% - 3%	5% of Penalty Fund
3.1% - 6%	10% of Penalty Fund
6.1% - 10%	15% of Penalty Fund
Over 10%	20% of Penalty Fund

## Remedy Fund Release Chart

Up to 65,000,000 Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	30%
5% - 10%	50%
10.1% - 15%	65%
15.1% - 18%	80%
18.1 - 20%	90%
<b>Reach Final Goal</b>	<b>100%</b>

65-84,000,000 Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	50%
5% - 10%	65%
10.1% - 13%	80%
13.1% - 15%	90%
<b>Reach Final Goal</b>	<b>100%</b>

84-90,000,000 Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	65%
5% - 8%	80%
8.1% - 10%	90%
<b>Reach Final Goal</b>	<b>100%</b>

90-96,000,000 Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	80%
5% - 8%	90%
<b>Reach Final Goal</b>	<b>100%</b>

96-113,000,000 Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	90%
5%	100%

113,000,000+ Square Feet of GSA in Tysons	
Meet or Exceed Trip Goal for 3 Years By:	Cumulative % Remedy Fund Returned
(Meet) 0 - 4.9%	100%