moveDC Vision
The District of Columbia will have a world-class transportation system serving the people who live, work, and visit the city. The transportation system will make the city more livable, sustainable, prosperous, and attractive. It will offer everyone in the District exceptional travel choices. As the transportation system evolves over time, the District will:

- Be more competitive and attractive locally, regionally, nationally, and internationally
- Have safer and more vibrant streets and neighborhoods
- Have cleaner air, streams, and rivers, and be more responsive to climate change
- Accommodate the travel needs of all residents, workers, and visitors regardless of age or ability
- Integrate the District’s transportation system with the region’s transportation network

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Your #1 resource for transportation getting into and around the District

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Plan your trip through Metro’s Trip Planner. Use the Carbon Calculator to see how much carbon you emit, or use our Interactive Map to find your way around DC by way of biking, bus, metro and more!

EXPLORE THE INTERACTIVE MAP »

goDCgo.com homepage
I. Optimizing Transportation Investments

Transportation Demand Management (TDM) is not a mode, but an overarching approach critical to the successful movement of people and goods in the District. TDM is an approach to influence travel behavior by mode, frequency, time, route, or trip length to balance demand across all components of the transportation network, maximizing the efficiency of the system and improving mobility for all users.

A balanced transportation system is critical to effect meaningful travel behavior change and encourage the widespread use of all modes. For people to make the choices that allow the system to be balanced, they need to know what the many travel options are, how they work, how to use them, and the benefits each option offers. The shift toward multimodalism requires education, encouragement, and, often, incentives—a level of information and support that helps travelers view all options as equally rational and desirable as driving. TDM actively nurtures a sustainable city that embraces a diverse menu of multimodal travel options as a way of life.

TDM programs within Washington, D.C. and throughout the wider region include promotion of walking, biking, mass transit, carpooling, vanpooling, telecommuting, and other options that reduce the demand for vehicular travel, lessen congestion and air pollution, and improve accessibility. Through education and outreach, all users in the region benefit. With nearly 75% of the District’s workers coming in from outside the city each day, roughly 2 of 3 vehicles on District streets originating outside of the city, and projections of ongoing growth in residents, jobs, and visitors, proactive TDM programs will shape the future of the District and the region.

The focus of TDM is to maximize the use of the city’s transportation investments, increasing the financial efficiency of the systems and reducing the cost to the city’s residents and businesses. In return, by lowering the financial burden, TDM enables the growth realized through additional economic development to be met by an effective transportation network.

II. Existing Conditions

The District uses TDM to maximize the efficiency of its transportation system through policies, incentives, and disincentives that shift user demand to different modes and times of day.

A. CORE FACTS

The District provides a variety of TDM resources for employees, residents, visitors, and area employers. This enables each user group to tailor a TDM approach to their lifestyle and/or work style. The two most prominent web portals providing TDM resources are DDOT’s goDCgo program and website and the Metropolitan Washington Council of Governments (MWCOG) Commuter Connections program and website.

goDCgo

The goDCgo program is responsible for promoting the use of all sustainable transportation modes in the District through a coordinated outreach effort. goDCgo provides information on how employers can implement the following TDM programs:

- Air Quality Action Days
- Alternative work schedules
- Best Workplaces for Commuters
- Biking and walking
- Carsharing
- Carpool and vanpool
- Customized marketing
- Guaranteed Ride Home
- Tax benefits
- Telework
In 2013, goDCgo employer services staff worked with more than 136 local area employers to implement TDM programs and increase the number of businesses participating in their Transportation Program. The Transportation Program ranks businesses on levels ranging from Bronze (Level 1) to Platinum (Level 4), as shown in Figure TDM.1. In 2013, goDCgo recruited 11 new businesses in Levels 1 through Levels 4. One of the new businesses attained Gold (Level 3) status by offering transit benefits, increasing Level 3 participation to 524 businesses. Four new businesses reached Platinum (Level 4) status, resulting in a total of 83 Level 4 businesses.

goDCgo has extended beyond the District's employee population and has developed a university and a residential TDM program. These two new programs target the populations at District universities and District residents.

Through its efforts, goDCgo eliminates approximately 31,000 daily vehicle trips, 490,000 vehicle miles traveled, and 18,000 gallons of gas. That equates to a savings of roughly $70,000 a day for Washington area commuters.¹

**Commuter Connections**

Through its Commuter Connections website, MWCOG has integrated D.C. area commuter transportation services and offers a thorough TDM information and services resource. Commuter Connections provides a comprehensive resource for commuters in the Washington, D.C. area including:

- Promotion of telework programs and other pollution reduction activities
- Use of geographic information system software to match commuters for ridesharing
- Operating a Guaranteed Ride Home program
- Vanpool and carpool incentives

**Commuter Connections** integrates commute services with educational web tools, such as the Commute Cost Calculator for calculating the costs of single-occupant vehicle (SOV) commuting tailored to individual commuters.

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**Notes on This Element**

- Data used and referenced throughout this element was current as of December 2013, unless otherwise noted.
- Recommendations cited in this element will require further development as outlined in Chapter 5.
- Policies in this element are in addition to or augment current DDOT policies identified in the DDOT Policy Compendium.

**Carsharing**

The District supports a carsharing system operated by private companies that provides access to shared vehicles for residents and visitors. Carsharing began in Washington, D.C. in 2001 when two private companies began operations in the region. In October 2005, DDOT implemented the first phase of curbside carsharing with the installation of 48 curbside parking spaces distributed throughout the city. In March 2006, DDOT added 38 curbside parking spaces in the second phase. Carshare companies operate in these on-street spaces located throughout the District as well as having carshare vehicles available in private space. These vehicles have specific “home” locations around the city and are referred to as “traditional” carsharing.

In March 2012, DDOT issued a permit to operate a new carshare service with free-floating vehicle fleets with one-way rentals. This is referred to as “point-to-point” car sharing. This system was launched with a fleet of 200 vehicles and currently operates a fleet of 450.

DDOT charges all carshare operators with vehicles parked in public space—either through the traditional or point-to-point programs—an annual permit fee of $2,890/vehicle. There are more than 1,000 carshare vehicles in the District, counting both public and private spaces.
Figure TDM.1: goDCgo Employer Transportation Program Levels

Transportation Program Levels
Strategies for building a comprehensive transportation benefits program

PLATINUM - Level 4
(Implements two or more of the Level 2 & 3 strategies and actively promote programs)

GOLD - Level 3
(Implements at least one of the following in addition to two or more Level 2 strategies):
- Provide transit/vanpool benefits, SmartBenefits or a parking ‘cash out’ program
- Provide a carpool/bicycle/walk financial benefit
- Implement a Telework program (20%+ employee participation)
- Implement compressed work weeks (20%+ employee participation)
- Provide free or reduced fee parking for carpools and vanpools
- Implement a parking fee (for previously free parking)
- Provide employee shuttle service to transit stations
- Provide employee vanpools for commuting

SILVER - Level 2
(Implements two or more of the following):
- Set up a permanent transportation information display
- Install bike racks, lockers and showers
- Host a transportation fair
- Support internal carpools/vanpool formation
- Provide preferential parking for carpools and vanpools
- Implement flex-time or staggered work schedules
- Implement a Telework program (1% - 20% employee participation)
- Implement compressed work weeks (1% - 20% employee participation)
- Promote Commuter Connections regional ridesharing program
- Supplement Guaranteed Ride Home program with payment for additional trips

BRONZE - Level 1
- Conduct a commuter survey
- Distribute commuter information to all new hires and employees
- Express interest in transit benefits, Telework or other commuter benefits program
- Post commute information on intranet, bulletin boards, etc.

www.goDCgo.com
Info@goDCgo.com
Contact Taryn Lee
at 202.299.2186 for more info
Bikesharing
In September 2010, Washington, D.C. and Arlington County, VA, launched Capital Bikeshare (CaBi). Now the second largest system in the U.S., CaBi has grown to more than 400,000 members using 300 stations with 3,000 bikes in four jurisdictions including Alexandria, VA, and Montgomery County, MD. An additional 50 stations will be installed in the District in 2014. After 3 years, more than 6 million CaBi trips have been taken, with a high of nearly 300,000 monthly trips in August 2013. With CaBi, patrons can rent bicycles from stations across the District and nearby jurisdictions and return them to any station near their destination. With any annual CaBi membership, the first 30 minutes of each trip are free.

DDOT currently partners with Bank on D.C. to encourage community members to participate in the benefits of bikesharing. All Bank on D.C. account holders are eligible for a discounted CaBi annual membership of $50.

Taxis, Black Cars, and Private Sedan Services
Approximately 6,000 taxis are licensed in the District, each of which is operated as a vehicle for hire for passenger transportation. Taxis can offer prearranged trips or be flagged down as they travel through the District. Black cars provide digitally dispatched trips through smart-phone applications, but do not provide street-hailed service. Private sedan services connect members of the public who need a ride with members of the public who will drive for payment. These systems are generally organized via a web or mobile application-based ride reservation system.

In January 2014, the District’s Taxicab Commission published a report on public vehicles for hire, including both ridesharing (not for-hire services) and private sedan services (with a recommendation to determine a separate name for these services). The report highlighted the need for the District to address concerns about liability insurance, risks of non-professional drivers, and other issues.

Slug Lines
In addition to formal carsharing programs, the Washington region is home to an informal ridesharing practice. Solo car commuters pick up riders to be able to use high-occupancy vehicle (HOV) lanes. The District has more than 25 informal ridesharing locations and several thousand participants daily.

B. OPPORTUNITIES FOR IMPROVEMENT
While the District has implemented many successful transportation demand management initiatives, there are opportunities to improve:

- **TDM can help the District achieve its transportation goals.** The District has established goals to achieve a 75% non-SOV mode share target, to maintain vehicles miles and trips within 5% of 2013 levels, and to shift 10% of peak hour traffic to other modes. The report highlights the need for the District to address concerns about liability insurance, risks of non-professional drivers, and other issues.

trips to non-peak hours. The District should continue to provide substantial opportunities to engage residents, employees, and visitors in TDM initiatives and programs to use all elements of the District’s growing transportation network.

- **Incorporate TDM into future developments.** The next significant opportunity is to incorporate TDM practices within new developments to provide TDM resources for all residents and employees. TDM measures are currently not required for new developments. Instead, DDOT recommends TDM measures for projects that require Zoning Commission or Board of Zoning Adjustment approval; the Commission or Board includes the TDM measures into Zoning Orders on an individual basis. This approach does not maximize TDM opportunities or provide a process for consistently applying TDM analyses, nor does it apply TDM expectations specific to the anticipated traffic impacts of various types and scales of proposed development.

- **Dedicate funding for TDM initiatives.** TDM is achieved through research, programs, and implementation techniques. While the direct benefit is often unrecognized by the public, TDM returns high yields in both trip reductions and cost efficiency of the overall transportation system. To accomplish this, the District will need a consistent resource commitment to TDM initiatives. A dedicated investment would result in reliable, long-term TDM programs, which would return significant financial, environmental, and quality-of-life benefits.

### III. Recommendations

The District’s TDM program should be the day-to-day playbook for transportation initiatives that:

- Maximize the efficiency of the transportation network
- Accommodate all demand for trips throughout the District

This section provides three types of recommendations—for TDM programs, policies, and education and support programs.

---

### A. PROGRAMS

**Recommendation A.1: Improve multimodal travel reliability and reduce congestion through area and corridor management strategies.**

As the District continues to grow, managing vehicle access on key corridors and to key destinations through price or minimum vehicle occupancy will be an important approach to providing reliable access to activity centers. The District’s congested entry routes, including freeways and bridges as well as the Central Employment Area, are areas to explore occupancy and pricing as ways to manage congestion, as referenced in Recommendation A.5.

Lane management typically uses price and/or occupancy requirements to manage vehicular demand in designated lanes or on roadway facilities. Typically, HOVs and transit vehicles are permitted to use managed facilities at a discounted rate or for free. More localized demand can be managed via performance parking approaches, as discussed in the Parking and Curbside Management Element (Recommendation A.1) and the DDOT Curbside Management Study.

In addition to corridor-specific pricing and vehicle occupancy strategies, area pricing and vehicle occupancy strategies should be considered. The best known examples of area pricing are based on a cordon area and typically involve center cities and

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**What is Mode Share?**

**Mode share** is the percentage of travelers (or trips) that use a specific transportation option—for example, 42% of District work commute trips are made by public transportation and 35% by driving alone (modes shares of 42% and 35%, respectively) compared to 5% by public transportation and 76% by driving alone nationwide.¹

¹ American Community Survey 2012
the places and times of day with the highest concentrations of travel demand. Cordon pricing requires investment in vehicle detection and payment collection technology prior to it taking effect.

A cordon area in the District could be implemented for weekday trips into the Central Employment Area at a rate approximately equivalent to a round-trip peak period Metrorail fare. Revenues from the zone should be dedicated to operations and maintenance of the managed facility (or area) and toward projects that expand the person-moving capacity of the transportation system, including those providing greater access to the priced areas or corridors.

The aforementioned approaches to managing demand also would help to manage the reliability and accessibility of goods movement and delivery in the District. In addition, they would help to improve the District’s air quality by reducing the amount of delay per vehicle throughout the transportation network.

**Recommendation A.2: Partner with local community organizations to reduce financial barriers to transportation.**

The Bank on D.C.-DDOT Partnership that provides discounted CaBi membership directly addresses concerns about residents unable to participate in CaBi due to lack of a credit card or the cost of membership. This program should be expanded in low-income neighborhoods by working with additional local businesses and community groups. The District also should pursue programs to expand access to carsharing programs and reduce cost burdens of the public transportation system.

Pricing and management of these bulk fares are typically organized by the service providers and not a local government, though some local government policies have committed public agencies to participate in these programs. Circulator and CaBi offer bulk fare purchase options today; this program should be expanded to include all D.C. transit agencies.

**Recommendation A.3: Provide incentives and subsidies to support TDM practices.**

Incentives and subsidies are important considerations in making all transportation options appealing. The incentives are a way to reward people who help to reduce traffic congestion and clean the air, but also are a necessary means of introducing travel options to travelers unfamiliar with options beyond personal automobile travel. Participants can earn cash, promotional, or prize incentives for their use of non-SOV modes. These incentives accumulate each day travel is not completed by SOV, similar to the concept of “prize tickets” at amusement park games or mileage programs on domestic airlines. Points can then be applied to a select set of items, gift certificates, cash, or even time off of work. According to the lessons learned from programs across the country, points are as valuable as cash for motivating people to try something new and maintaining a regular, repeat customer base.

**Recommendation A.4: No special farecard should be needed to pay for District transportation services (WMATA, Circulator, CaBi, commuter rail, carshare, parking).**

Paying for transportation in the District should be simple for everyone, regardless of their transit trip. A passenger on any transit mode should be able to use a bank-issued payment card, credit card, ID card, or mobile phone to pay their fare. Implementing this recommendation would be a shift from making every traveler use a common fare payment and therefore would require new technology and infrastructure for most of the District’s existing transportation network.

DDOT is working with other transit agencies in the Washington region to test and install the next generation fare collection system for the region. New Electronic Payment Program (NEPP) is an advanced transit fare collection and validation system built on open architecture. The region will migrate from the existing proprietary SmarTrip system to NEPP in the near future.

**Recommendation A.5: Expand opportunities for organizations to purchase bulk transit fare media.**

One common approach in TDM is the use of bulk purchases of transit passes, farecards, and other fare media for organizations. This allows an individual end user to pay a lower price for transit fares—even beyond any discounts realized by purchasing passes over individual fares—further increasing employee incentive to use transit as an option instead of driving. This also provides the transit agencies with up-front funds at a lower marginal cost than individual fares paid on the day of travel. The District should offer bulk fare media purchases to organizations with larger population bases, including large
Expanding goDCgo Programming

DDOT’s goDCgo TDM program could be expanded based on the model of Arlington County Community Services (ACCS). ACCS works with Arlington businesses, property managers, and hotel managers who work with their respective employees, tenants, and guests to advance travel options. ACCS also provides public information and education to end-users via countywide information campaigns, commuter websites, direct mail, and at bus stops and commuter retail stores. While these are separate initiatives, they work together to facilitate traveler awareness, appreciation, and selection of non-drive-alone modes for travel to and within the county.

Visible initiatives of ACCS include Arlington’s Commuter Store, Mobile Commuter Store, and CommuterDirect.com. Each of these outlets provide one-stop shopping for Metrorail/Metrobus, Virginia Railway Express (VRE), Maryland Area Regional Commuter (MARC), Circulator, Arlington Transit (ART), and Alexandria Transit Company’s DASH bus fares.

At Commuter Stores and the Mobile Commuter Store, ACCS staff members assist people in multimodal travel planning. CommuterDirect.com allows travelers to purchase transit tickets and passes online and have them delivered to their home or office. CommuterDirect.com account holders can set up renewable orders to automatically receive the tickets and passes they need for their commutes.
employers, universities, and large conventions and tourist events. This program also should include CaBi purchases and corporate memberships.

**Recommendation A.6: Expand the District's Commuter Services program.**

The District should expand *goDCgo* to a more extensive commuter services program that provides information and services that educate system users on existing transportation services and provides customized trip planning solutions. The program could facilitate delivery of transit fare media and travel incentives, such as transit fare discounts to residents, employees, and employers. Additionally, the program could open and staff a Commuter Store to provide a physical presence and face-to-face service in addition to online material.

**Recommendation A.7: Dedicate District funding for long-term TDM benefits.**

The District should continue and increase dedicated funding for TDM in future budgets. While the country has allocated the majority of its transportation funds to roadways, Washington D.C. also has invested in other modes by funding transit, pedestrian ways, and bikeways, and can most fully realize the benefits of those investments via TDM.

**B. POLICIES**

TDM services and programs need to be supported by policies. The following policies are recommended. Policies that apply to multiple modes are repeated in the other Modal Elements of the *moveDC* plan.

**Recommendation B.1: Incorporate TDM programs in all development projects that impact the District's right-of-way.**

The District should ensure TDM programs are provided for all development projects that impact the District's right-of-way. This would establish TDM as an important element for site and transportation access, with different quantities and types of TDM programming for different development intensities and in context with the transportation options available within any given neighborhood.

TDM programs do not need to be onerous; however, all developments have a role to play in reinforcing the District’s commitment to vehicle trip reduction. There are design-based TDM measures that all developments can provide without requiring ongoing investment or operation. These include:
“Car-Lite” Living Case Study: Seattle

An example of an incentive program to support car-lite living is Seattle’s Way to Go, Seattle One-Less-Car Pilot Program. This program offers families financial incentives and information to help them reduce automobile use, try other transportation options, and rethink the way they use their cars for commuting and errands or entertainment. The program quantitatively shows people that they can save money and simplify their lives by not owning a second or third, or even first, car.

Families participate in a short-term program (3 to 4 weeks), where they sign a contract to not use their “extra” car and keep a diary of their transit behavior and choices. In exchange, they receive a financial incentive equal to the amount of money the average second car costs to own and operate (including registration and insurance, maintenance, gas, and parking costs). This is the same amount of money they would have in their pocket if they didn’t own that second car.

Upon completion of the pilot program, each family can measure the value of owning multiple cars against the money saved within that month.

- Leaving space and providing WiFi in lobbies for information and connections to taxi/transit/ridesharing services
- Ensuring that designs reflect moveDC pedestrian and bicycle plans
- Ensuring adequate pedestrian and bicycle facilities under current codes as well as any anticipated requirements above and beyond the master plan
- Provide bikeshare/carshare facilities on site for use by the public
- Orienting development to the street and allowing for a clear path from the front door to transit facilities
- Managing parking in a way that reflects the urban nature of the District
- Participation in neighborhood programs/promotions

Efforts could be as simple as acknowledging receipt of an information packet describing the District’s multiple transportation programs when a building permit is approved (the person obtaining the permit would be responsible for supplying the materials to the building occupants). These and other low- or no-cost options are items that all developments, regardless of size, could incorporate.

Recommendation B.2: Support DC law requiring employers with 20 or more employees to provide access to pre-tax non-auto transportation benefits.

Across the United States, many municipalities promote pre-payment of fare media for individual users where bulk transfers are not economically feasible or where there is not sufficient interest. The District requires employers of a certain size to offer non-auto transportation benefits through payroll deductions that are exempted from tax liability. This, in conjunction with TDM requirements in development review, should be explored as a way to actively reduce the number of drive-alone trips that new District developments generate.

Recommendation B.3: Require employers to provide a transportation allowance so employees base travel decisions based on their own priorities.

Employees could be provided a monthly stipend directly by their employers for use in offsetting commute travel expenses including transit passes, vanpool fees, parking passes, or
other expenses associated with carpooling, bicycling, and walking to work. The District should require employers to charge employees to park and property owners to unbundle the cost of parking from leases. Any surplus funds could be “cashed-out” by the employee or resident.

Recommendation B.4: Develop policies and incentives to “car-lite” living.
DDOT should investigate the feasibility of financial incentives for car-free living, including tax incentives, as households without a vehicle place fewer demands on the city’s roadway and curbspace networks, generate fewer environmental emissions, and generate less opportunity for crashes. The District should further support car-lite living by continuing to dedicate on-street parking spaces for carsharing vehicles and continuing to allow carsharing vehicles to use curbspace throughout the city.

Recommendation B.5: Coordinate with MWCOG to further regionwide TDM initiatives to reduce solo automobile trips into the District.
As almost 3 of 4 of the District’s workers live in other jurisdictions, and 2 of 3 vehicles being driven on District streets originate outside of the city, it is critical to work throughout the region to reduce auto demand within the District. The District should support regionwide TDM programs to reduce auto demand on District streets. As the regional transportation planning organization, MWCOG should lead these efforts with strong support from Washington, D.C. A first step in this effort could be to set a regionwide commute mode share target, so all regionwide municipalities can have a common goal to strive to attain. The District should work with MWCOG to institute a regionwide effort to implement adopted TDM policies, ensure regional coordination and consistency, and increase public awareness of transportation issues and options.

C. EDUCATION AND SUPPORT

Recommendation C.1: District government buildings should serve as a model for TDM efforts and compliance.
The best way to support the District’s TDM initiatives is to incorporate them into District operations. As a major tenant throughout the city, the District can help many buildings expand their TDM programs. DDOT will work with all District agencies to determine existing TDM programming available in buildings where District staff are located, propose options for expanding TDM options in those buildings, and develop a model TDM program for when District departments move to new buildings.

Recommendation C.2: Encourage employers to support and utilize the public transit services.
Throughout the District, many employers provide shuttles for their employees. While these shuttles provide a valuable transit service, the private shuttle routes often duplicate public transit routes but restrict who can ride. This results in lower passenger efficiency per vehicle and increased congestion on the roadway. To improve roadway operations and simplify travel for all transit riders, the District should encourage employers to consolidate services and leverage funding to help improve the public transit system.

Recommendation C.3: Implement TravelSmart and individualized marketing to target transportation demand.
TravelSmart is an innovative way to encourage environmentally friendly ways to travel. The concept, used in more than 300 projects around the world, identifies individuals who want to change the way they travel and uses personal, individualized contact to motivate them to think about their travel options. TravelSmart provides customized information and training to help people take transit, bike, walk, or carpool for some of their trips. TravelSmart gives participants just the information they ask for to help them get started, or to keep on walking, biking, taking transit, or carpooling. Those who don’t want information are left alone.

TravelSmart includes a four-step program:

1. Before Survey. Initial survey to determine how household members currently travel.
2. Individualized Marketing. Personalized contact for those who expressed an interest in traveling using environmentally friendly modes. Those people who are not interested are left alone.
3. After Survey. One year after the initial survey, a random survey is conducted to measure changes in travel behavior.
4. In-Depth Study. Home interview with selected households determining the potential for travel behavior change. Interview aimed at collecting
information on the reasons behind their mode choice. Assessment of whether non-SOV mode actually could have been a viable option to the car. If there is a viable option, personalized information and assistance about traveling provided, including the option for a personal home visit from a “Travel Ambassador”.

Implementation of the TravelSmart program in Portland, Oregon, resulted in a 44% increase in transit trips, plus additional increases in walking and biking trips. goDCgo’s extensive TDM information and staff support provide an ideal establishment for implementation of a TravelSmart program.

Recommendation C.4: Document transportation conditions in a commute report.
MWCWG’s State of the Commute annual report provides valuable data on the travel patterns throughout the region. DDOT should offer additional funding for MWCWG to collect data for an expanded survey sample of District residents. This data will become the basis to determine whether District initiatives are effectively influencing travel characteristics, and can be analyzed for consistent patterns of place, time, and purpose of journey.

Recommendation C.5: Encourage data collection and sharing with private sector partners to monitor travel pattern and TDM effectiveness.
Districtwide travel data is valuable, but can be difficult to use to determine the effectiveness of specific TDM program. To learn what TDM programs work best, site-specific surveying is needed. As part of requiring TDM for all developments per Recommendation B.1, each development should also be encouraged to conduct an annual survey that asks residents and/or employees about their travel patterns, which TDM programs they use, and what additional programs they would use if provided. This data could be provided to DDOT for aggregation and analysis to benchmark TDM performance at the site-level and citywide.

Recommendation C.6: Encourage developers to adopt alternative transportation-related credits related to green building certification.
Green building certification represents an opportunity for nationwide TDM guidance. Leadership in Energy and Environmental Design (LEED) provides nationwide guidance while the District of Columbia’s D.C. Green Construction Code provides local guidance.

The 2014 D.C. Green Construction Code demonstrates the city’s commitment to being a leader in sustainability. Under the code, construction projects have several alternatives to satisfy green requirements including LEED Certification.

LEED certification is a green building program for which projects satisfy prerequisites to earn points toward different levels of certification. Fourteen points currently fall under the category of “sustainable sites,” four of which are assigned to alternative transportation: public transportation access, bicycle storage and changing rooms, alternative fuel vehicles, and parking capacity and carpooling. DDOT and the District Office of Planning should encourage developers to seek the full alternative transportation credit for developments in suitable locations. LEED certification includes inspection after one year of occupancy to verify that programs are adopted.

Recommendation C.7: Support ways legislation to allow private funding to complement public investments.
Public-private partnerships (PPPs or P3s) are an increasingly popular method of financing major infrastructure projects. The combination of funding from public and private sectors can significantly expand government agencies’ purchasing power for projects. DDOT should support District efforts to allow funding mechanisms like these partnerships so that public investment in public projects can be parlayed with private funds to increase the total funding available. P3s can range from coordinated operations and marketing, as with the D.C. Circulator, to design-build partnerships that include financial arrangements to accelerate project delivery.