



American University

Transportation Demand Management Strategy



Presentation Overview

- What we looked at
- What we found
- What we recommend

Types of travelers

Convinced & committed

Early adopters, driven by values or budgets (or both!)

Capable, but cautious

Have used alternate modes occasionally but uncertain of them for regular use

Interested, but skeptical

Would use alternate travel if they had knowledge of them and they were of equal value

No way, no how

THIS IS O.K. TOO! If an informed choice



WHAT WE LOOKED AT

Transportation assets

Walk environment

Bicycle amenities

Transit services

Parking facilities

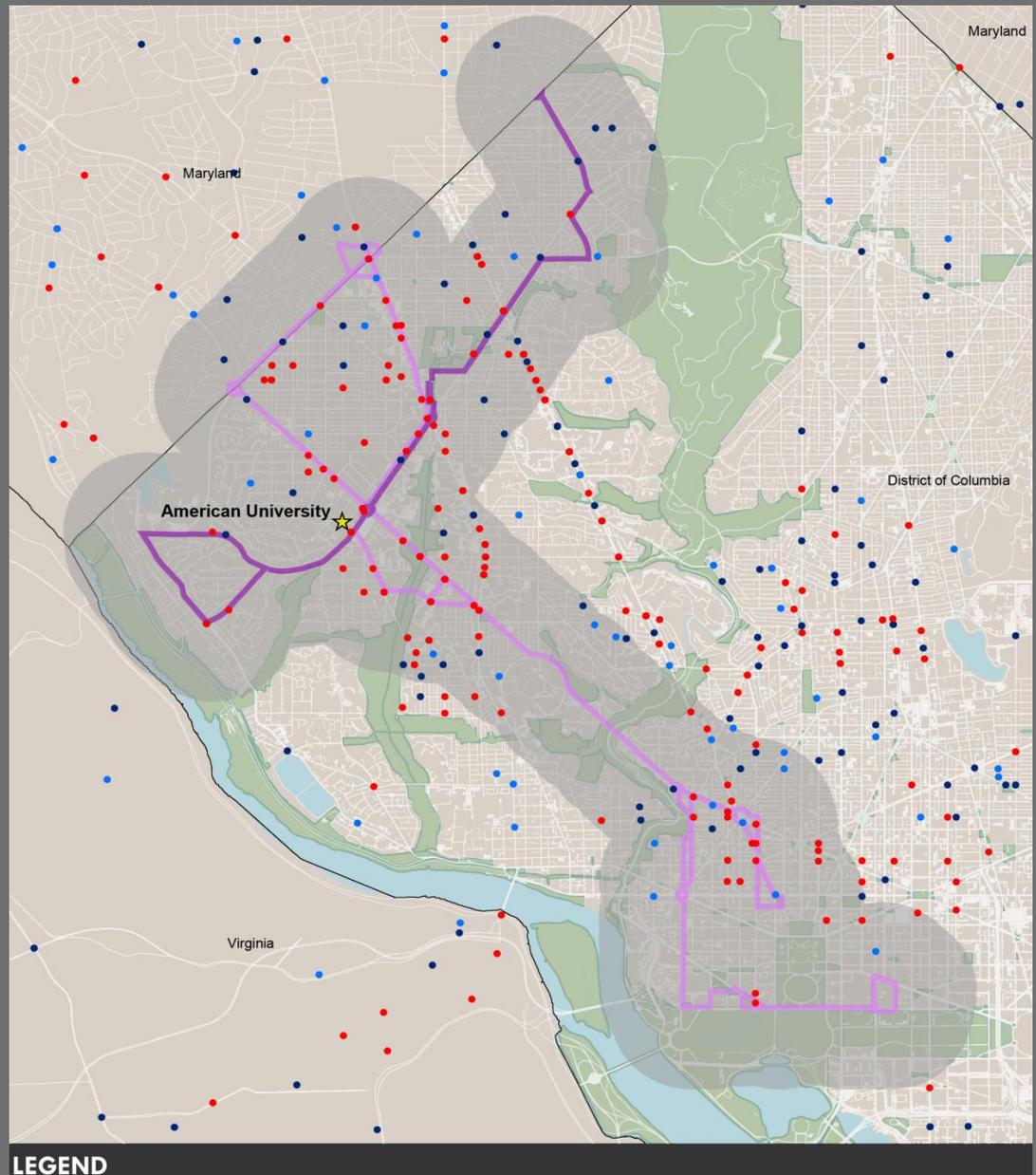
TDM policies and benefits



Travel markets

Where do people live and work?

What travel modes are reasonably available to them?



Focus groups

How do people currently travel?

Why do they make these travel choices?

What would inspire a change in behavior?





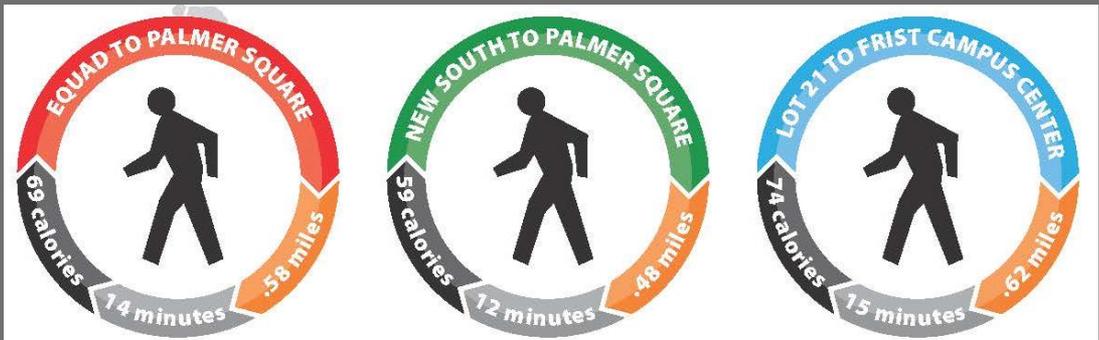
Organizational structure

How are travel services currently delivered?

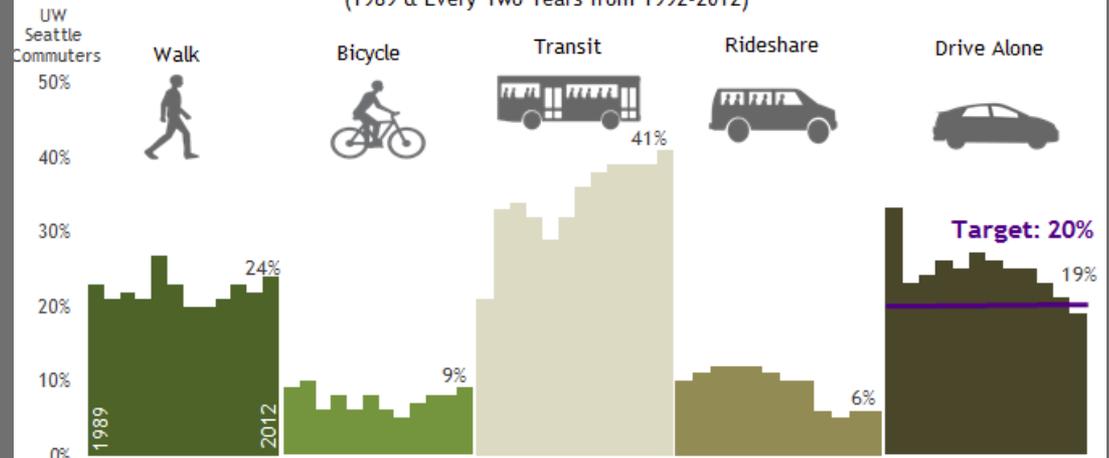
Who is doing what?

How is performance monitored?

Best Practices



Commuting Modes
(1989 & Every Two Years from 1992-2012)



What are the best practices out there?

What can American University learn from similar peers?



SWOT

What does AU have to build from?

What deficiencies exist?

What opportunities exist?

Where do threats lie?

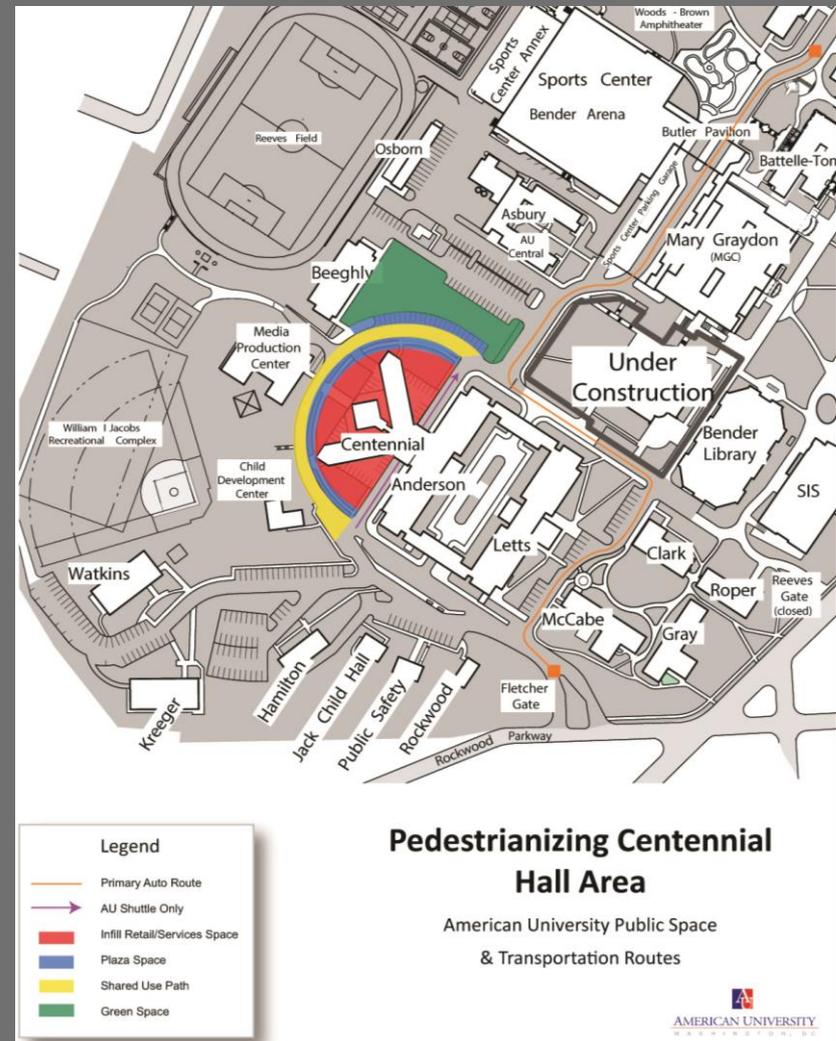




WHAT WE FOUND

AU has a good base to build from

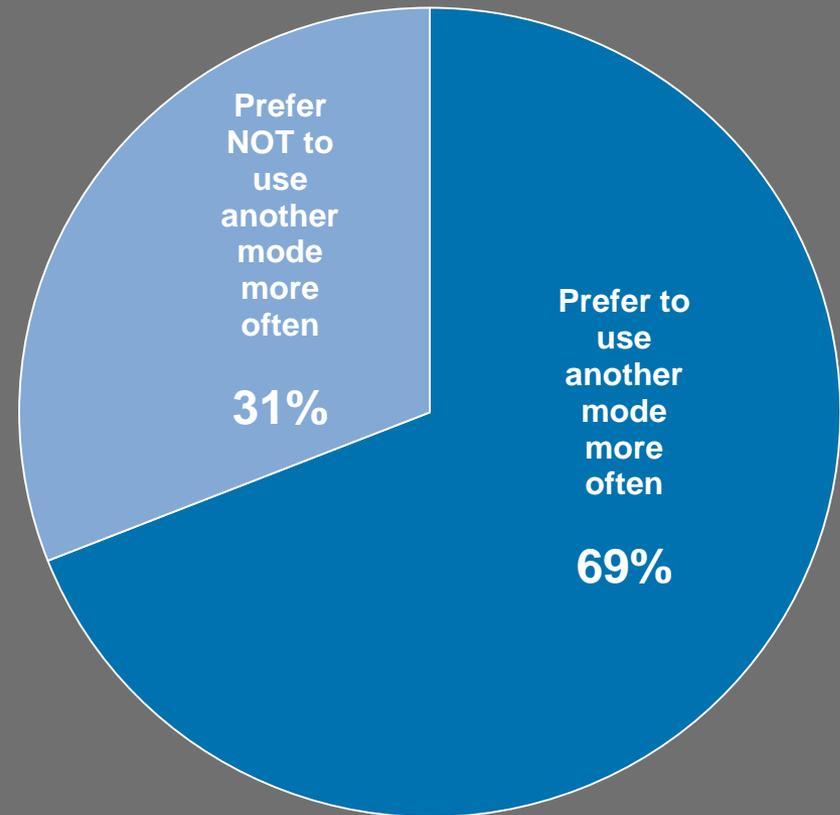
- Many assets to draw on
 - Transit
 - Bicycle
 - TDM benefits
- Planned improvements will further enhance campus environment
- Institution is genuinely committed to sustainability and stewardship
- Existing benefits, and knowledge of them, are good



Travel markets and preferences support further mode shifts

- Many employees can access AU within reasonable travel times and distances via bicycle and transit
- Many employees already utilize or have utilized non-auto modes at least part of the time
- Many would entertain utilizing an alternate mode

Share of Surveyed AU Drivers Interested in Commute Alternatives



Emerging enhancements present new opportunities

- Purple line connections and Silver Line extension
- General support for fare and service integration (AU, Metro, and DDOT)
- Car share technologies for fleet vehicles and connections
- Traveler apps for information, services and benefits



Significant challenges remain

- Getting parking pricing “right”
- Overcoming transit uncertainties (Red Line disruptions, full buses)
- Providing efficient connections between off-campus administrative units with main campus
- Funding





WHAT WE RECOMMEND

Consolidate TDM programs

Identify a TDM coordinator

Create a TDM storefront

Restructure organization of transportation service delivery

Conduct annual TDM surveys and reporting

Explore outsourcing

The graphic is a colorful, stylized illustration for goDCgo marketing materials. At the top left, the goDCgo logo is displayed with three stars above it, followed by the text "powered by d." and the website and email addresses: "www.goDCgo.com" and "info@goDCgo.com". A large yellow banner with a white arrow pointing right contains the text "MARKETING your Transportation Benefits". To the right of the banner, a red box contains the text "Let goDCgo help you market your cc program, free of charge, and watch" and "Your organization will benefit by retaining a talent levels, fewer health complaints, higher productivity". Below the banner, a woman in a green and white striped shirt is standing at a desk, looking at a computer monitor. A man in a blue suit is sitting at the desk, talking on a phone. The desk has a computer monitor, a keyboard, and a mouse. There are also some papers on the desk, including one labeled "SURVEY" and another labeled "Employee Transportati". To the left of the woman, there is a small illustration of a man and a woman, with the text "STRESSED vs. RELAXED" below them. To the right of the man, there is a small illustration of a man and a woman, with the text "STRESSED vs. RELAXED" below them. In the background, there are various icons: a heart with a plus sign, a dollar sign, a pair of scissors with the word "TAX", and a "Quick Glance" box with icons for a person, a car, and a bicycle, with the text "Limit Transit expense!". There is also a "Guaran" box partially visible. The overall design is modern and professional, with a focus on transportation benefits and employee satisfaction.

Let goDCgo help you market your cc program, free of charge, and watch
Your organization will benefit by retaining a talent levels, fewer health complaints, higher productivity

MARKETING
your Transportation Benefits

Survey Employees
Find out how your employees get to work each day by conducting a simple survey. This will help you to better understand how each employee feels about their individual commute and more about the commuting patterns of your employees overall. goDCgo can help administer the survey electronically or in a paper format. We will analyze the responses and provide the results and a summary of our findings as well as recommended next steps.

Know your options
Let goDCgo create a custom transportation "quick glance" for you that details all of the available transportation options near your worksite. Take our "quick glance" and pass it along to your employees. Place a copy in new hire kits, so they receive transportation information right off the bat. We can even make a poster-sized version for your break room or other high-visibility area. Brochures are also available free of charge and are a great resource to have around your office.

STRESSED vs. RELAXED

STRESSED vs. RELAXED

Quick Glance
Limit Transit expense!

TAX

Employee Transportati

www.goDCgo.com
info@goDCgo.com

goDCgo marketing materials

Expand rideshare benefits

Deepen reductions in HOV parking rates

Set aside preferred parking spaces

Provide free “occasional” parking passes for routine ride-share’ers

Expand marketing

WHAT WOULD YOU DO WITH AN EXTRA \$1700?



WITHOUT CARPOOLING



WITH CARPOOLING

Gas consumption per person per year

660*

220**

GALLONS

GALLONS

Cost of Gas per person per year

2500*

800**

DOLLARS

DOLLARS

CO₂ emitted per person per year

6*

2**

TONS OF CO₂

TONS OF CO₂

* Source: US Dept. Of Transport Statistics, EPA and AAA, based on average car driving 11,600 miles per year and gas price of \$3.758

** Assumption: with carpooling, driver takes 2 passengers

SOURCE: www.carpooling.org



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Restructure Parking Permits

Create tiered parking rates based on demand

Transition toward “pay as you go” permits

Provide for occasional parking needs of staff



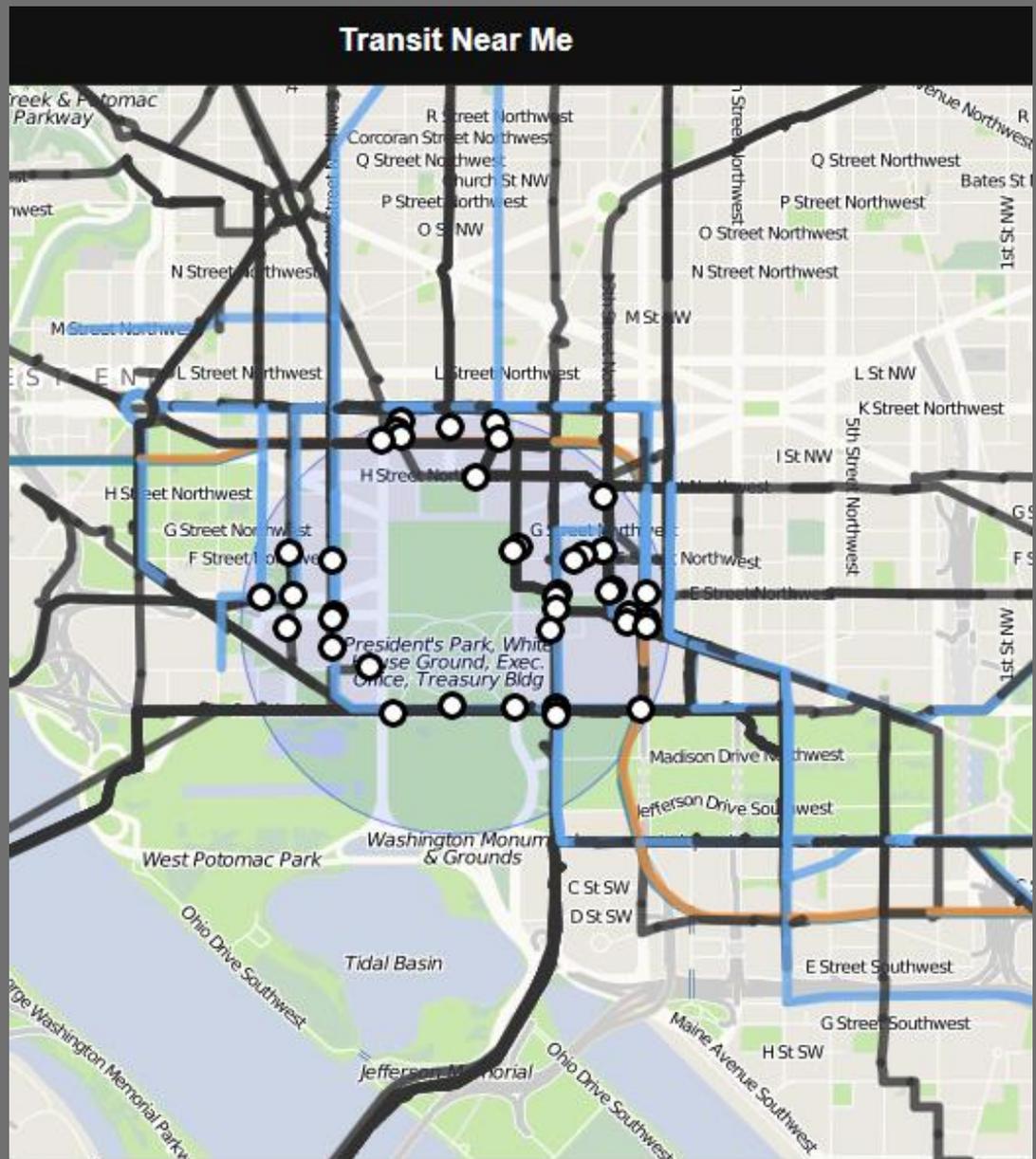
Enhance transit opportunities and functions

Incorporate SmarTrip into AU cards

Explore a universal bus pass with WMATA and DDOT

Adjust peak hour shuttle bus service

Enhance real-time technology on shuttles



<http://transitnearme.com/>

Explore Car Share as a Fleet Component

Provide off-campus employees with car share membership to utilize car share vehicles for trips to campus

Explore car share + fleet options as an enhancement to guaranteed ride home

Capitalize on car share's CO2 reduction potential



Source: Wikimedia Commons

Embrace bicycles

Expand and improve bicycle parking facilities

Promote and facilitate shower/locker options

Collaborate on network improvements

Expand Capital Bikeshare

Collaborate on a bike station at Metro station



Enhance the use of technology for trip and event planning

Install real time multimodal travel information screen in public gathering areas

Explore development of local apps for ridesharing to meetings

Develop event planning and scheduling app for parking management



SOURCE: TransitScreen

Expand TDM Marketing and Promotions

Employee and student
orientation

Informational webpage

Benefit specialist training
and registration
assistance

bike to work day

I BIKE TO
METRO AND METRO
TO WORK!

M metro wmata.com — 202-637-7000

22 September
World Carfree Day
"time for a change of scene"

COMMUTER  

CHALLENGE

Rethink your ride.

Other strategies

Continue evolution of telework with technology enhancements, manager outreach, and further deployment

Incrementally increase benefits including options for direct transit benefits, car share membership, and/or bike share membership



Flickr User RoberDan



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MEASURABLE IMPACT



Recommended targets

Drive-alone mode share	<40%
Parking demand per student population	<0.033
Bicycle mode share	>10%
SmarTrip holders	100%



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