

MEMORANDUM

June 18, 2019

TO: Transportation and Environment Committee

FROM: Glenn Orlin, ^{GO} Deputy Director

SUBJECT: Transportation Demand Management (TDM) programs in the Washington region¹

PURPOSE: Briefing

In an early worksession of Bill 36-18 the Committee heard a briefing by the County Department of Transportation (DOT) about its current TDM programs and its recommended changes under the proposed bill. To provide more context for this issue, the Committee is welcoming a panel of TDM program staff from the Council of Governments, the District of Columbia, Arlington County, the City of Alexandria, and Fairfax County to describe their respective ongoing TDM programs and plans for the future. Sande Brecher, Chief of Commuter Services for County DOT, will also be on hand to provide her reaction to the panelists' presentations.

We have requested that the representatives of each jurisdiction to speak for up to 15 minutes. We are asking that Kanti Srikanth provide a brief overview of how the region approaches TDM and the coordination among local jurisdictions, and how that compares with other regions' approaches nationwide, perhaps also addressing best practices from other regions and local jurisdictions re development and TDM. We have requested that each of the city and county representatives weave into their presentations the following:

- An overview of your TDM programs and process for working with various types of development projects to implement TDM.
 - Types of projects/land uses included:
 - Existing development vs. new or planned future projects?
 - Commercial, Multi-family or Single Family Residential, Mixed-Use projects?
 - What TDM strategies are required vs. optional & at what point in the process?
 - Does size affect TDM requirements – e.g., #sq. ft., #employees, #units?
 - What role does parking management play in your TDM efforts?
 - What geographic areas are included? Are TDM programs required of new/existing developments everywhere in your jurisdiction – and if not, where are they required?
 - What goals or performance measures exist? Are TDM efforts tied to master plans or other adopted guidance? How do you measure success?

¹ Key search terms: #Traffic relief, traffic, transportation, transportation demand management, and multimodal transportation.

- How are TDM staff and programs funded?
 - Is there a TDM fee or similar charge? To whom is the fee applied: e.g., developer or owner of the project? employer or building management? What is the fee – how is it set & on what basis (e.g., sq. ft.), how charged (one time vs. annual), etc.
 - If there is no TDM fee how are the programs & services funded? Is any type of TDM fee under consideration?
- What types of monitoring and/or reporting are required for projects implementing TDM?
- What enforcement mechanisms are available to ensure compliance by developers/owners with TDM-related requirements and how have they been used?
 - Can you provide any examples of enforcement actions that have been taken (without necessarily identifying the project)?
 - Are any incentives provided to owners/developers/employers for goal achievement?
- Are there any changes to your programs, process or funding under consideration for the future?

The panelists are:

Kanti Srikanth, Director, Metropolitan Washington’s Transportation Planning Board (TPB) and of the Council of Government (COG) Transportation Planning Department, and **Dan Sheehan**, Program Operations Manager for Commuter Connections, the regional TDM program. Mr. Srikanth has worked in the field of Transportation Planning and Engineering the past 29 years including about 10 years when he was directly engaged in developing TDM programs while with the Virginia Department of Transportation. He currently oversees the regional TDM program Commuter Connections, implemented by Program Director Nicholas Ramos. Mr. Sheehan works with the local transportation agency staffs to oversee the daily day-to-day activities related to the implementation of regional TDM programs.

Aaron Zimmerman, Development Review Coordinator, and **Marina Budimir**, TDM Coordinator, District of Columbia Department of Transportation (DDOT). Mr. Zimmerman manages and reviews major land development cases in the District of Columbia. He recently drafted DDOT’s Guidance for Comprehensive Transportation Review which documents DDOT’s policies and requirements for developers in designing a site, right-sizing the parking, developing a transportation study, and negotiating a TDM Plan. Ms. Budimir manages DDOT’s goDCgo program and works with employers/developers after a development has been approved to assist in the roll out of their required TDM program. She has been instrumental in overhauling DDOT’s parking and TDM policies, as well as improving the enforcement of TDM commitments.

Melissa E. B. McMahon, MPH AICP, Transportation Research and Site Plan Development Manager, Department of Environmental Services, Arlington County. Ms. McMahon oversees Arlington County’s conditions, design, and monitoring of transportation demand management in special exception development projects and the TDM research program, and she supports shared mobility and transportation performance measurement initiatives.

Thomas Hamed, Transportation Demand Management Coordinator, City of Alexandria. For two years, Mr. Hamed has been the Transportation Demand Management Coordinator for GO Alex, the City of Alexandria’s program for travel options. A graduate in Georgia Tech’s City and

Regional Planning graduate program, he also spent three years as transportation coordinator for The Coca-Cola Company.

Brittany C. Nixon, Transportation Planner III, Site Analysis Section, Fairfax County Department of Transportation. Ms. Nixon currently reviews land development cases, site plans, and waivers throughout the Fairfax County from a transportation perspective. Through section restructuring, she recently inherited the TDM Coordinator component of my job and have been reviewing TDM proffers, work plans, annual reports, and trip count methodologies to determine compliance with our TDM program. She has a B.S. in Civil Engineering from Morgan State and worked with AECOM (formerly URS) on an array of transportation projects throughout Maryland and Virginia, which included intersection design, BRT studies, bicycle and pedestrian improvement studies, and multi-modal corridor studies.

Sande Brecher, Chief of Commuter Services, Montgomery County Department of Transportation. Ms. Brecher leads award-winning transportation demand management (TDM) efforts to plan and promote use of alternatives to single occupant vehicle travel, to reduce traffic congestion, improve the environment, promote sustainable urban development and help address climate change. Prior to joining Montgomery County, she was a planning consultant on a variety of local and national assignments in transportation, land use policy and community facilitation for public and private sector clients. She received her master's degree in planning at Cornell University, and has served as a board member of the Association for Commuter Transportation, Chesapeake Chapter, chair of the Commuter Connections committee of the Transportation Planning Board, and on advisory panels on transportation demand management for federal, state and local agencies.