AMERICAN UNIVERSITY
WASHINGTON, DC

September 1, 2017

VIA E-MAIL and U.S. MAIL

Ms. Anna Chamberlin
Manager, Project Review
District Department of Transportation
55 M Street, SE. 4th Floor
Washington, D.C. 20003

Dear Ms. Chamberlin:

The purpose of this letter is to provide your office with parking space utilization information for American University in accordance with the requirements set forth by the Zoning Commission for the District of Columbia, as well as provide an update regarding the additional transportation demand management (TDM) measures that the American University has undertaken since the approval of the 2011 Campus Plan.

The Zoning Commission for the District of Columbia approved the American University 2011 Campus Plan in Zoning Commission Order No. 11-07 with certain conditions. Specifically, Condition 14 states:

> The University shall provide DDOT with annual reports on parking utilization that reflect the number of non-carpool passes sold each year relative to the number of full-time equivalent employees and the number of occupied spaces on a typical semester weekday.

In addition, American University 2011 Campus Plan, Zoning Commission Order No. 11-07B for the Washington College of Law/Tenley Campus, Condition 3 requires certain TDM monitoring reports. Please note that the AU TDM program is managed as one overarching, comprehensive strategy. Therefore, this letter will provide total program statistical information contained in both Orders.

American University currently maintains an inventory of approximately 2,393 parking spaces which includes Main Campus, East Campus, and the Washington College of Law (WCL) only. American University also has parking inventory in the following buildings: 4200 Wisconsin Avenue, NW; 4401 Connecticut Avenue, NW; 3201 New Mexico Avenue, NW; and 4801 Massachusetts Avenue, NW. We also lease spaces at 4301 Connecticut Avenue, NW.

As of July, 2017, American University has a total of 2,479 full-time equivalent employees (FTE). The average number of FTE who are enrolled in the parking permit program through payroll deduction each month is 1,050, of which 122 work at WCL. This number also includes employees who park at the aforementioned additional parking locations away from main campus

and WCL. On a typical semester weekday, we have experienced approximately 80% utilization of available parking inventory, inclusive of Main Campus, East Campus, and WCL.

Parking space demand on Main Campus has significantly decreased due to staff being relocated to the Spring Valley Building and the opening of East Campus parking facilities. In addition, as various transportation demand management programs being instituted at AU mature and expand, we project a decrease in overall vehicle trips to campus by students, faculty, staff and guests.

Condition No. 13 of ZC Order No. 11-07 describes the TDM measures that American University agreed to implement during the 2011 Campus Plan and Condition No. 3, of the ZC Order No. 11-07B requires monitoring reports. The information provided below discusses additional TDM measures that the American University has undertaken since the 2011 Campus Plan Order was approved as well as reporting on standing programs:

1) **Occasional Parking Program:** In 2014, the University Parking & Transportation Task Force and the Transportation Demand Management Study identified a service gap in our parking program. It was determined that there were students, faculty, staff, and vendors who only needed to drive to campus on an infrequent basis due to reliance on other modes of transportation or due to personal schedule needs. However, since the only option was to pay for an entire month of parking at a time, there was an incentive to drive to campus each work day in order to make it financially viable. As a result, the Occasional Parking Program was introduced. The Occasional Parking Permit Program provides an alternative between daily or monthly parking rates and allows commuters to purchase parking according to their specific needs. Commuter students, faculty, staff and vendors may purchase between 5 and 15 single-use permits per month. The cost of Occasional Parking Permits is pro-rated based on the number of permits purchased.

2) **Zipcar Corporate Program:** A survey found that a number of faculty, staff and non-resident students were driving their personal vehicle to campus in order to have reliable, efficient transportation to conduct official university business off campus throughout the day. To address this transportation needs gap and, in turn, reduce the number of vehicles being driven to campus, AU partnered with Zipcar to offer a turn-key corporate fleet concept. AU was the first university in the region to enter into such an agreement with Zipcar. There are now eleven (11) Zipcar vehicles on main campus that are used to support the official transportation needs of the university and the university pays for their use through a corporate account. In addition, Zipcars have been placed at the Washington College of Law and other off-campus buildings occupied by AU.

3) **AU/WMATA U*Pass Program:** In August 2016, AU became the first university in the region to partner with the Washington Metropolitan Area Transit Authority (WMATA) to offer a discounted transit pass for all full-time undergraduate, graduate, and law students. The U*Pass is included in the cost of admission for the approximately 10,000 eligible students and allows for unlimited rides on all Metro Rail and Metro Bus routes throughout the region, to include the express bus to Dulles. We project that the availability of the U*Pass will significantly reduce the number of vehicle trips to campus by students and will, in turn, reduce traffic congestion in the area. In fact, in the first year of the U*Pass Program, ridership on the Red Line that serves AU increased by ten percent and AU students logged over one million rides on Metrobus and Metrorail.

4) **RideAmigos Carpool Matching:** AU has partnered with RideAmigos to strengthen and expand carpool matching and ride sharing services for our community. Because of this service and the restructuring of employee parking fees and options, the need for carpool registration with the Office of Parking and Commuter Services has become obsolete.

5) **Employee Based TDM Strategies:** AU continues to offer our employees transit and work schedule options that reduce parking demand, reduce traffic congestion, and/or encourage using mass transportation. Examples of these programs include offering WMATA SmartBenefits, flexible work schedules to reduce the number of vehicle trips to campus, expanded teleworking opportunities, and a monetary incentive to use a bicycle to commute to work. As of August 2016, there are 230 AU employees participating in the SmartBenefits program, of which 15 work at WCL.

6) **Capital BikeShare:** AU has expanded the number of Capital BikeShare locations on our various campuses.

7) **Commuter Mode Split Survey Results**: In November 2016, AU conducted a Commuter Mode Split Survey inclusive of WCL. The survey resulted in 1,715 responses from students, faculty, and staff.

Mode Split Surveys of the Campus Population (Fall 2016)

	Student	Faculty	Staff
Rideshare	5%	6%	9%
Metrorail	17%	15%	20%
Bus (AU Shuttle and/or Metrobus)	21%	11%	12%
Walk or Bike	43%	14%	11%
Drive Alone	13%	54%	48%

8) **Good Neighbor Program:** AU continues to enforce the Good Neighbor Program and has added additional staff to patrol streets and cite violators. Between August 2016 and August 2017, AU issued 1,418 citations for suspected violators in the areas near Main Campus, East Campus, Spring Valley Building, and the Washington College of Law. The fine structure has been increased and tiered for repeat violators. To date, all validated violations have been adjudicated through monetary penalties or compliance. Link to the AU Parking Policy: http://www.american.edu/loader.cfm?csModule=security/getfile&pageid=4308133.

9) **Neighborhood Parking Availability:** AU has not observed and neighbors have not notified the university regarding any adverse impact on parking availability on surrounding neighborhood streets. We are aware of concerns with the number of Car-2-Go vehicles parking adjacent to Main Campus. While this is lawful based on city regulations and beyond the parameters of the Good Neighbor Program, we monitor this issue and notify Car-2-Go when there is an excessive number of vehicles in the area.

10) **Bicycle Facilities:** AU has invested extensively in exterior bike racks and indoor bicycle parking facilities to support both commuter and resident bicycle riders. We have noted a trend of fewer student owned bicycles on campus due to the U*Pass Program, car sharing services, Capital BikeShare, and ride services such as Uber and Lyft.

11) **AU Shuttle:** AU maintains a robust shuttle service program that connects Main Campus, East Campus, Spring Valley Building, and Washington College of Law with the AU/Tenleytown Metrorial station. In Calendar Year 2016, the passenger count for the program was 1,026,951.

Please do not hesitate to contact me if you require any additional information.

Regards,

Daniel R. Nichols
Assistant Vice President
Risk, Safety, and Transportation Programs
American University

CC: Stephen Gardner, Chair, ANC 3D
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