



## MPO Policy Board Meeting

May 26, 2010

### Parking and Transportation & Office of the Architect

Rebecca White, Director, P & T

Julia Monteith, Senior Land Use Planner, OAU



#### **TDM Plan Phase 1, 2007**

- Implementation in process

#### **TDM Plan Phase 2, 2010**

- Plan completed
- Integrated growth enrollment impacts
- Tailored TDM 5-year implementation plan for UVa
- Integrated impacts of growth without TDM implementation
- Included analysis of carbon reduction impacts

VHB University of Virginia Phase II Transportation Demand Management Plan

TDM Measure	TDM Scenario				
	Very Aggressive	Aggressive	Moderate	Least Aggressive	Baseline
1. No Parking Expansion	◆				
2. Parking Price Increase	> 100 %	50 to 100 %	50 %	20 - 33 %	Minor
3. Parking Permit Buyback	◆	◆			
4. Student Parking Reduction <sup>1</sup>	◆	◆			
5. Vanpool/Carpool Parking Location	Premium	Premium	Reserved	Reserved	
6. Vanpool/Carpool Financial Incentive	Free & Bonus	Free & Bonus	Discount		
7. Housing Incentives/Sponsorship	◆	◆			
8. Bicycling Improvements	Lanes/Paths	Lanes/Paths	Racks, etc.		
9. Pedestrian Improvements	◆	◆			
10. Free-Ride Transit <sup>2</sup>	◆	◆	◆	◆	◆
11. Commuter Membership Program	◆	◆			
12. Member Spot-Rewards	◆	◆			
13. Transportation Events	◆	◆			
14. Transit Advocacy/Coordination	◆	◆	◆	◆	◆
15. Park & Ride Implementation	◆	◆	◆		
16. Pre-Tax Payment for Alternatives	◆	◆	◆		
17. RideShare Marketing	◆	◆	◆		
18. Ride Matching Assistance	◆	◆			
19. Car-Sharing	◆	◆	◆	◆	
20. Flexible Work Arrangements	◆				
21. Occasional Parking	◆	◆	◆	◆	◆
22. TDM Coordinator	◆	◆	◆	◆	◆
23. Program Marketing	◆	◆	◆	◆	◆
24. Website Enhancements	◆	◆	◆	◆	◆

1. Student changes are not modeled in the results discussed later, however an aggressive program would include changes to student parking policies and other measures to reduce automobile use by students.  
 2. UVA recently implemented a "Free-Ride" transit program, however, its effects are not included in the baseline.  
 ◆ Program element included. Where appropriate, a level of program implementation is identified.

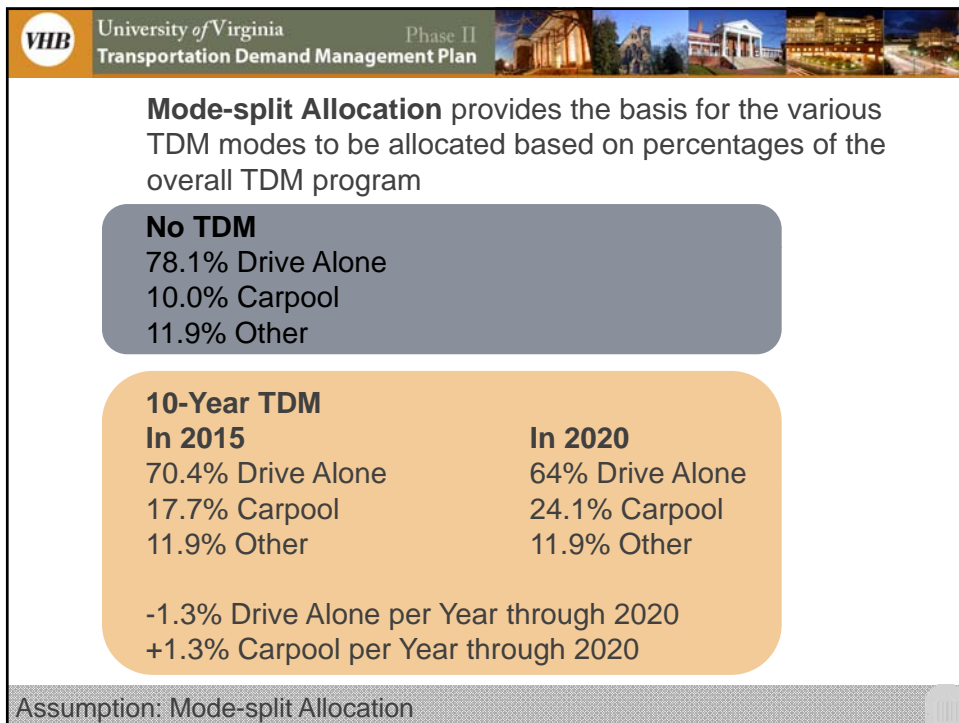
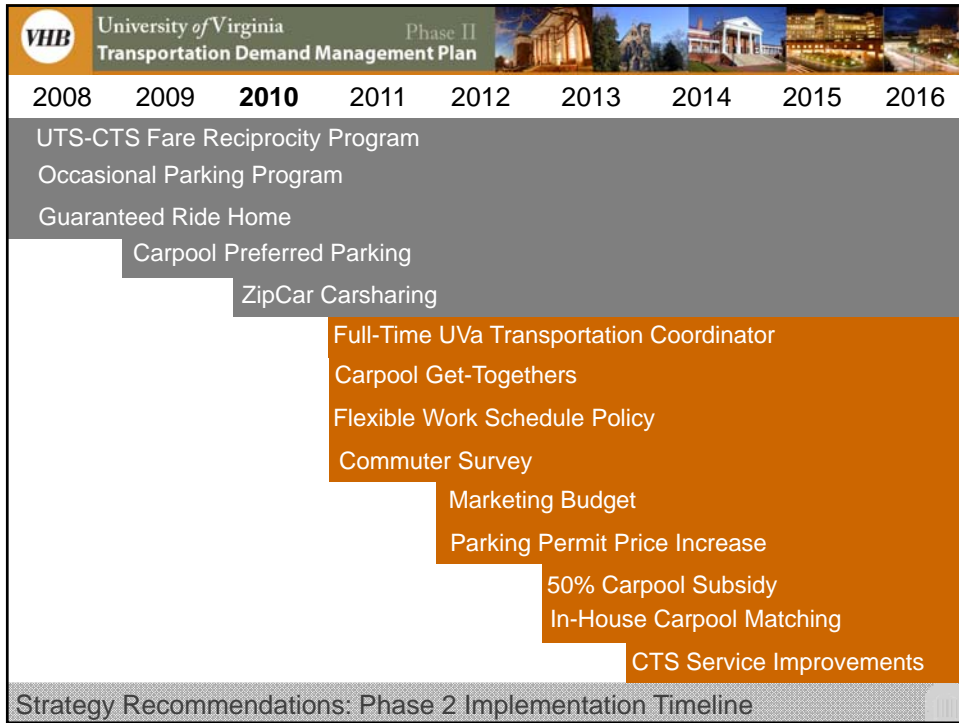
Strategy: TDM Phase 1

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Phase 1 Strategies Implemented





## Key Points

TDM implementation plan is a 5-year process, results are a 10-year process.

TDM extends the availability of parking and reduces the severity of inventory shortfalls

Although we're presenting a 5-year implementation plan, we should be prepared to commit to an additional 5-year plan in 2015.