



Master Planning Council (MPC)

MEETING NOTES - February 27, 2007

Office of the Architect for the University

Summary: Transportation Demand Management

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Director of Parking & Transportation

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Student Members

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Student, School of Law

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Undergraduate Representative

Meeting Agenda

- Report on Transportation Demand Management Plan, Diane Linderman, Chris Conklin, & Susan Sloan-Rossiter, VHB/Vanasse Hangen Brustlin, Inc.

Report on Transportation Demand Management Plan

Diane Linderman, Chris Conklin and Susan Sloan-Rossiter

Background

Transportation Demand Management is the art of influencing travel behavior for the purpose of reducing the demand for single occupant vehicle use. A Transportation Demand Management (TDM) plan addresses five key areas concurrently in order to maximize change in travel behavior. These areas are:

- Bicycle/pedestrian
- Traffic/parking
- Commute options
- Transit
- Context-sensitive design

To be successful, TDM plans must address the issue of transportation comprehensively and be supportive of the larger university vision and policies. Recommendations found in a TDM must be tailored for different user groups and be reinforced by physical design elements.

Bicycle/Pedestrian

The bicycle and pedestrian category focuses on creating networks that provide circulation around Grounds and to neighboring areas that connect to dining, shopping and parking destinations. Walking is a viable short commute mode for distances under a mile; bicycles are suitable for medium commutes up to 5 miles or more. Both modes can reduce the demand for shuttle services.

A number of strategies have been identified as having a positive impact on walking and bicycling. Networks must be continuous, direct, easy to navigate and feel secure. Proper driver training with regard to crosswalks and bicyclists is important in fostering a sense of security among those who walk or bicycle.

Traffic/Parking

The TDM plan focuses on providing adequate parking at a reasonable price

while minimizing the physical impacts of additional parking. To ensure their efficient use, the TDM plan looks at the sizing, location, pricing and operation of parking facilities. The goals for traffic management are to provide safety for all users and efficient circulation while designing aesthetically appropriate networks.

Commute Options

Commute options encourage the use of alternatives to driving alone through a variety of strategies. Most strategies are programmatic rather than physical, and include parking cash out, transit incentives, car sharing, ride matching and more. These strategies are often dependent on effective marketing to inform faculty, staff and students of the alternatives available to them. To help target the application of commute options such as ridesharing, transit, and vanpools, UVA employee home addresses are currently being mapped with geocoding (in an anonymous process).

Transit

Transit provides additional commute options and reduces automobile traffic on Grounds. Strategies to improve the attractiveness and efficiency of transit services include changes to routing, headway reductions, improved reliability, real-time traveler information, vehicle comfort and branding/marketing.

Discussion

The goal with TDM is to balance the 'carrots and sticks' - the program attractions with the enforcement mechanisms. Strong support among university administration is required to implement TDM strategies. UVA has the luxury of studying TDM before it has become a necessity, but with the cost of constructing a single parking space approaching \$32,000, the benefits of a successful TDM plan are not difficult to recognize.

Along with physical and programmatic changes, education is a key factor in TDM implementation. There is a lack of awareness of existing commute alternatives at UVA; future implementation must concentrate on the marketing of new and existing programs.
