



WE ARE WASHINGTON
GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR



TDM Plan

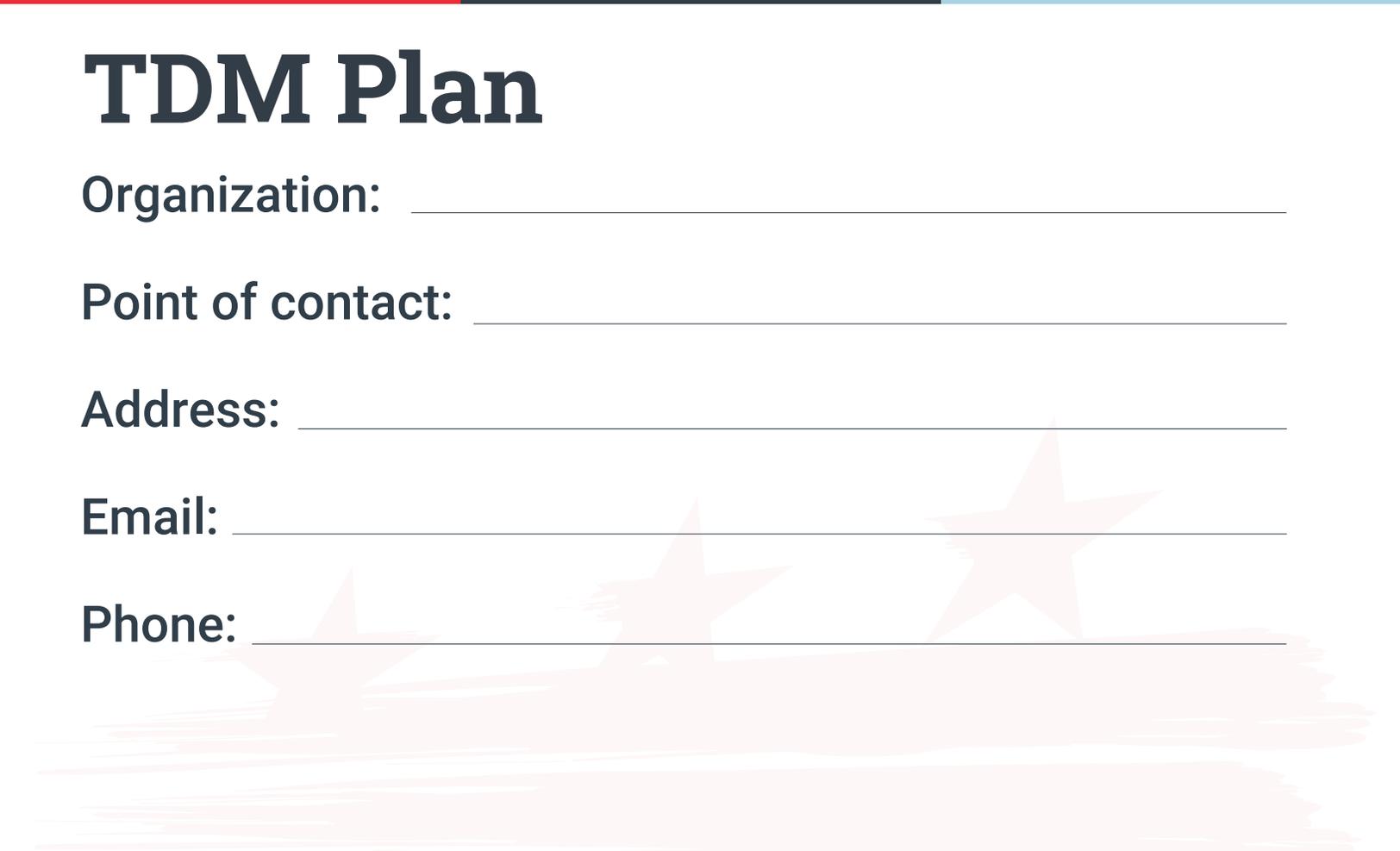
Organization: _____

Point of contact: _____

Address: _____

Email: _____

Phone: _____



Transportation Demand Management

What is TDM?

Transportation Demand Management (TDM) is the application of strategies, policies, and programs to reduce traffic congestion while increasing the use of a variety of transportation options. Examples of TDM strategies include; implementing a transit subsidy, charging a parking fee, installing on site amenities (bicycle racks, showers, lockers), offering telework, etc.

What is a Transportation Demand Management (TDM) Plan?

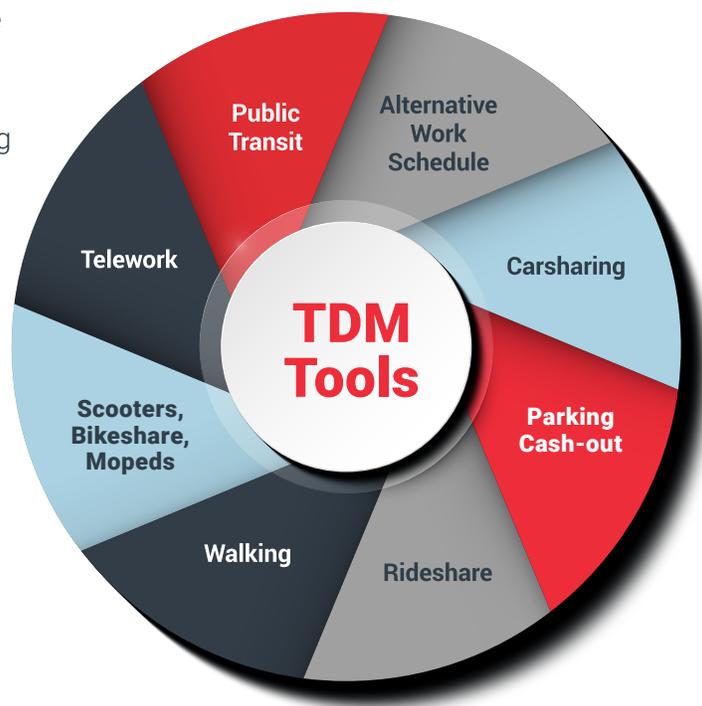
A TDM Plan is a document that outlines an organization's commute mode share, sets out goals for sustainable transportation, and lays out transportation demand management strategies and amenities to direct the organization's efforts while working towards their sustainable transportation goals.

Why is it important?

Between 2020 and 2045, the number of residents of the District of Columbia is projected to grow by 35 percent. In order to accommodate this population growth without increasing traffic congestion and the negative impact of traffic on our city's air quality, the District is focused on increasing the availability and use of transportation options such as walking, biking, and riding public transit. By enhancing access to sustainable transportation options at your company, you are helping to preserve and enhance the quality of life for the District's residents and commuters.

What is goDCgo?

goDCgo is an initiative of the District Department of Transportation (DDOT) that encourages the use of sustainable transportation with the goal of reducing drive alone trips by providing information to commuters, residents, and visitors about alternative travel choices in the District of Columbia and the surrounding area.



Did You Know?

American commuters spend an average of
19 workdays
per year sitting in traffic.

TDM strategies can help your employees save time and reduce their stress levels, while also helping to keep the District's air clean.

DC Parking Cashout Law Background

To continue to improve air quality and reduce the number of commuters driving to work in the District, an amendment to the Sustainable DC Omnibus Amendment Act of 2014 was signed into law by Mayor Bowser in April 2020. The new law titled **Transportation Benefits Equity Amendment Act of 2020** requires all DC employers who offer free, subsidized or reimbursed benefits and have 20 or more employees to comply with the law and submit a report to DDOT.

Compliance option 2 of the law requires the organization to create a transportation demand management (TDM) plan to reduce their employee drive alone rate by 10% from the previous year, until 25% or less of employees' commuter trips are made by car, including for-hire vehicles. This TDM Plan template has been approved by DDOT and includes all the necessary information required by the law in your TDM Plan. Note: Your TDM Plan is subject to DDOT review and approval; revisions may be required after the reporting deadline has passed.

Before you begin this plan, make sure you have completed the necessary steps up to this point in this process outlined below.

How to Develop and Implement a TDM Plan



Learn about TDM

Understand what Transportation Demand Management (TDM) is and the purpose of a TDM Plan. See page 1 in this document.



Conduct a commuter survey

Conduct a commuter survey to determine how your employees currently commute, and what would incentivize a 10% reduction in drive-alone commuting. You can implement your survey using DDOT's online reporting portal. The online portal will automatically populate your results and determine if you have met your required response rate. Alternatively, if you conduct a survey on your own you must include [three required questions](#). Only send the survey to covered employees (defined on page 2 of the [DC Parking Cashout Law Toolkit](#)). Then you will need to enter your survey results manually into the reporting portal.

There is a mandatory response rate for a survey to be considered viable. Response rate is dependent on the size of your company and is based on the total number of employees, not just covered employees:

- 90% - 50 employees or fewer
- 84% - 50-99
- 70% - 100-249
- 50% - 250-499
- 37% - 500-999
- 20% - 1,000+

 <p>Create a TDM Plan</p>	<p>Create your TDM Plan via the DDOT reporting platform. If you have already created a TDM Plan, you can enter your information manually on into the reporting platform.</p> <p>Note: The TDM section of the DDOT reporting platform outlines a list of strategies to assist you in building your TDM Plan. If you need additional assistance creating and implementing your strategies, schedule a meeting with the goDCgo employer services team.</p>
<p>d. Submit to DDOT for review</p>	<p>Submit your TDM Plan to DDOT via the reporting platform. After review, DDOT will either approve your TDM plan, or ask for additional clarification until all conditions have been met for the TDM plan. TDM plans must be submitted by the reporting deadline of January 15, and will then be reviewed and approved or rejected by DDOT. For details on the approval process, refer to the DC Parking Cashout Law Toolkit.</p>
 <p>Implement your TDM plan, or resubmit to DDOT with revisions</p>	<p>Once your plan has been approved by DDOT, work with goDCgo to implement the strategies and reduce the drive alone trips to your worksite.</p>
<p>d. Report to DDOT</p>	<p>Employers with an approved TDM plan must submit an annual data report on the mode split of the organization's employees for the previous calendar year. Updated TDM plans must be submitted biannually to DDOT.</p>



Employer Background Information

Please answer the questions below in regards to all full time, part-time, and teleworking employees in the DC metro area (not just covered employees).

Number of Employees based in this region _____

Select all types of commuter benefits that your company currently offers to employees:

Employee Paid, Pre-Tax Benefit: allows employees to set aside income on a pre-tax basis to cover the cost of commuting.

Number of employees enrolled in pre-tax transit benefits: _____

Number of employees enrolled in pre-tax parking benefits: _____

Employer Paid, Direct Benefit: a tax-free subsidy offered by the employer for employees to use on transit or vanpool.

Number of employees enrolled/using benefit: _____

How much is the benefit offered? _____

Employer-Provided Transportation: when the employer provides a shuttle or vanpool service at no cost to employees.

Number of employees enrolled: _____

Parking (free, subsidized, or reimbursed):

Do employees receive free parking? **Yes** **No**

How many employees are offered free parking? _____

How many employees use the free parking? _____ How many spaces? _____

Do employees receive subsidized parking? **Yes** **No** How much is the subsidy? _____

Do you reimburse parking? If so, how much? _____

How many people use the subsidy? _____

Do you have a Campus Plan in place? **Yes** **No**

Year the Campus Plan was approved: _____ Year expires: _____

Do you own a parking garage/facility? **Yes** **No**

Year you purchased your parking garage/facility: _____

Do you lease parking? **Yes** **No**

Year the lease was signed: _____ Year the base lease ends: _____

Include the number of employees teleworking below:

1-2 days a week _____ 3-5 days a week _____ Full time _____



Commuter Survey Results

DDOT requires TDM Plans that are submitted in compliance with the DC Parking Cashout Law (aka Transportation Benefits Equity Amendment Act of 2020) to include a breakdown of covered employee commute modes. To complete this section, use DDOT's reporting dashboard to build your employee commute survey. Fill in the results here.

Commute Mode responses should be submitted in percentages (%). This number is calculated by adding the five days of the week for each mode and dividing that number by five. Then, use that number and divide by the number of covered employees.

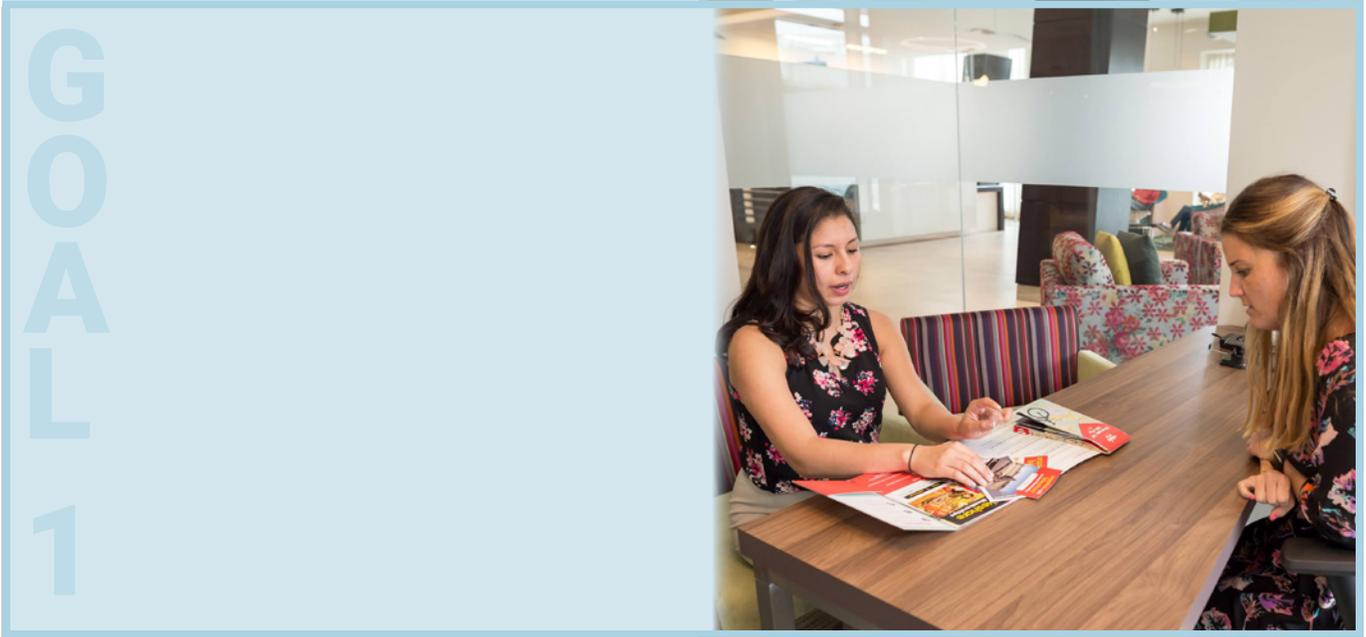
Number of Covered Employees _____

How do your covered employees typically get to work?

Commute Mode	Calculated Survey Response
Drive alone (including motorcycle and ridehailing services such as Lyft/Uber)	
Metrorail	
Local Bus	
Commuter Bus	
Car/Vanpool	
Commuter Rail	
Bike	
Capital Bikeshare	
Electric scooter/hoverboard	
Walk	
Moped	

Goals for a TDM Plan

Now that we've gathered information about your organization and employees' commute, the next step is to figure out which strategies will incentivize your employees to choose sustainable commute options. Not sure what strategies will help you achieve your goals? Turn to the next page for a list of TDM strategies.



GOAL
1

What strategies are you going to implement to help meet this goal?

GOAL 2



What strategies are you going to implement to help meet this goal?

GOAL 3



What strategies are you going to implement to help meet this goal?

Suggested TDM Strategies

Not sure what strategies will help you achieve your goals? goDCgo has compiled a list of TDM practices below to get you started.

General Strategies:

- Implement pre-tax transit benefits or transit subsidy ★
- Host/sponsor alternative commute day (e.g. Bike to Work Day)
- Host a transportation fair (e.g. Sustainable Commuting and Benefits table at a employee benefits fair)
- Become a Commuter Connections member or conduct employee zip code matching to provide ridesharing opportunities
- Supplement/promote Guaranteed Ride Home program
- Designate an Employee Transportation Coordinator (ETC) or School Transportation Coordinator (STC) who promotes alternative commute programs, provides sustainable transportation information, and works with goDCgo

Information Strategies:

- Distribute sustainable commute info to employees via email, newsletter, open enrollment, etc.
- Post sustainable commute information, on employee bulletin boards, intranet sites, newsletter or e-mail
- Install permanent display case or brochure holders
- Install electronic screens, RT transit display, other mode availability/info

Bike Strategies:

- Install bicycle racks or lockers
- Offer shower facilities in the building or at a gym nearby the office
- Install shower facilities
- Capital Bikeshare Corporate Membership Program (1-20% participation)
- Capital Bikeshare Corporate Membership Program (>20% participation) ★
- Implement a bike/walk benefit ★
- Provide/Implement shared mobility incentive (ebike, scooter)
- Comprehensive bicycle/walking program (showers, indoor bike storage, outdoor bike storage, lockers, financial incentives) ★

Alternative Commute Strategies:

- Implement flex-time or staggered work schedule
- Implement compressed workweek for employees (1-20% participation)
- Implement compressed workweek for employees (>21% participation) ★
- Implement a formal telework or hybrid program (1-20% participation)
- Implement a formal telework or hybrid program (>21% participation) ★

Parking & Carpool Strategies:

- Provide preferential parking for carpools/vanpools
- Implement a carpool incentive ★
- Implement a transit/vanpool benefit ★
- Implement a daily or monthly parking fee ★
- Provide free or significantly discounted parking for carpools and vanpools ★
- Facilitate car/vanpool formation meetings
- Employee shuttle to transit stations ★
- Company vanpools for employees' commutes to work ★
- Implement a parking cashout program ★

Residential/School Programs Strategies:

- Provide electric car charging stations for at least two vehicles
- Provide a transit benefit or preloaded SmarTrip® card to all residents ★



TDM Plan Timeline

Timeframe	Strategy/Deadlines

TDM Plan Timeline

Timeframe	Strategy/Deadlines

goDCgo.com/employer

202.299.2186
info@goDCgo.com

