



## DC Parking Cashout Law How to Develop your Transportation Demand Management (TDM) Plan

goDCgo has put together step-by-step guidance on how to create a TDM Plan to comply with the DC Parking Cashout Law. Resources such as a comprehensive [FAQ](#) and recorded webinars on the [Fringe Benefit](#) and [TDM Plan](#) are available as a knowledge base for the law. goDCgo assistance is available at each step of the TDM Plan development process. If you would like one-to-one assistance with your TDM Plan, please email [info@goDCgo.com](mailto:info@goDCgo.com). If you prefer to create the TDM Plan on your own, this guide will inform you on the steps to take through completion. Be advised that TDM Plans must be submitted and approved by the District Department of Transportation (DDOT) before January 15th, 2023.

### What is a TDM Plan?

The TDM Plan is a document that details strategies that will reduce driving alone as a commute mode by 10% each year until a threshold of 25% is reached. Driving alone does not include carpool or vanpool, but does include ride-hailing such as Uber, Lyft, or taxi. The first step of all TDM Plans will be to conduct an employee commute survey.

### Step 1: Conduct an employee commute survey.

goDCgo can provide you with a custom survey link and administer the commuter survey for your organization. If you would like the goDCgo Employer Services team to administer your survey and analyze the results, contact [info@goDCgo.com](mailto:info@goDCgo.com). If you prefer to create your own survey in-house, be sure it includes the three required questions in the screenshots on the following page. These questions will provide the necessary information to build your TDM plan. If conducting your own survey, we recommend the responses be kept anonymous to increase response rate and accuracy.

#### 1. "During a typical five day work week, how do you commute?"

The question should appear in the following format to ensure accurate data collection:

	Commute Mode
Monday	<input type="text"/>
Tuesday	<input type="text"/>
Wednesday	<input type="text"/>
Thursday	<input type="text"/>
Friday	<input type="text"/>

The answers should include the following:

- Drive alone (includes ride-hailing)
- Metrorail
- Local Bus (Metrobus, DC Circulator, ART, DASH, Fairfax Connector)
- Commuter Bus (Loudoun County, Omniride, etc)



- Personal Bike
- Walk
- Carpool/Vanpool
- Capital Bikeshare
- Electric Scooter
- Shuttle (only include if applicable to your organization)
- Other

**2. “Would you consider using any other transportation options for commuting? If so, which ones? Choose all that apply.” This question should be multiple selection format and include the same answers as listed above.**

**3. “Which of the following options, if any, would make you want to switch to a different commute? Select all that apply.”**

- Free transit pass/fare (WMATA, MARC, VRE, local/regional bus)
- Carpool/Vanpool benefits (ridematching, subsidies, free parking)
- On site amenities (secure bicycle storage, showers, locker rooms)
- Bike Programs (e-bike subsidy, subsidized Capital Bikeshare membership, bicycle benefit)
- Flexible work schedules (hybrid work, four day work week, flexible arrival/departure, guaranteed ride home programs)
- Parking benefits (parking cashout, daily parking option)
- None of these would make me want to change my current commute

## **Step 2: [Download the TDM Plan Template](#)**

The TDM Plan will contain your commuter survey results and reasonable strategies to achieve annual commute targets. Once completed, the plan will be submitted to DDOT for approval.

### **Employer Information**

Completely fill out the contact information for your organization as well as the type of commuter benefits offered, telework or hybrid work programs, parking benefits, and bicycle storage.

### **Commuter Survey Results**

For this step you’ll need to calculate your organization’s commute mode split. The mode split is the breakdown of transportation modes that employees use to commute to work during a typical week. Question 1 of the survey provides the necessary data for calculating the mode split.

If you’re using SurveyMonkey or goDCgo is administering your survey this will automatically be calculated for you. If you would like to calculate the mode split yourself, instructions are included on the next page.



Gather your survey results. If using SurveyMonkey or similar software, they should be available to you in a similar format as the example shown below.

	Monday	Tuesday	Wednesday	Thursday	Friday
Drive	50%	10%	50%	0%	0%
Transit	30%	10%	25%	5%	3%
Bike	15%	20%	20%	5%	7%
Telework	0%	60%	0%	90%	90%
Other	5%	0%	5%	0%	0%

Your next step depends on whether you are working with percentages or raw numbers. SurveyMonkey will give you your data in percentage form, so let's start there, using the example results for driving to work. For each commute mode, add up the % value for each day of the week and divide by 5 to get the weekly average.

	Monday	Tuesday	Wednesday	Thursday	Friday
Drive	50%	10%	50%	0%	0%

$$50\% + 10\% + 50\% + 0\% + 0\% = 110 / 5 = \mathbf{22\%}$$

If you are working with raw numbers, add up the total number of commuters using that mode of transportation on each day of the week and divide by the total number of commutes, which will be equal to the number of survey respondents multiplied by five.

Let's say the survey had 210 respondents.

	Monday	Tuesday	Wednesday	Thursday	Friday
Drive	105	21	105	0	0

$$105 + 21 + 105 + 0 + 0 = 231 / (210 \times 5) = \mathbf{22\%}$$



Using either method for the rest of the example, we get the following results:

	Monday	Tuesday	Wednesday	Thursday	Friday	Mode Split
Drive	50%	10%	50%	0%	0%	<b>22%</b>
Transit	30%	10%	25%	5%	3%	<b>14.6%</b>
Bike	15%	20%	20%	5%	7%	<b>13.4%</b>
Telework	0%	60%	0%	90%	90%	<b>48%</b>
Other	5%	0%	5%	0%	0%	<b>2%</b>

In this case, with a driving below the 25% threshold, you would be in compliance with the law, but would still need to submit your TDM Plan to document compliance.

Now you have your mode split and can enter it in the Commuter Survey Results section. If you run out of space to list all commute modes, you may combine the remaining categories into “Other” at your discretion. If you feel that there are commute modes too significant to go in an “Other” category, please feel free to note them elsewhere in your TDM Plan.


#### How do your employees typically get to work?

Commute Mode	Responses
Drive	22%
Transit	14.6%
Bike	13.4%
Telework	48%
Other	2%


## Goals and Strategies

The overall goal of the TDM Plan is to provide strategies that will reduce driving by 10% each year or maintain a threshold of 25% or less for driving as a commute, but you can use this section to list more organization-specific goals as well. Use the left side of the page to list your organizational goals and the right side to list the specific strategies you will use to accomplish them. Two examples are included below.

Drive Alone rate over 25%

<div style="display: flex; align-items: center;"> <div style="background-color: #00a0e3; color: white; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">1</div> <div style="background-color: #e0e0e0; padding: 5px; border-radius: 5px;"> <p><b>Reduce driving as a commute mode by 10% each year, until driving alone is 25% of less of our commutes.</b></p> </div> </div> 	<p><b>How can your organization meet this goal?</b></p> <ul style="list-style-type: none"> <li>• Increase SmartBenefits subsidy</li> <li>• Implement a formal Hybrid Work policy where employees can telework 3 days a week.</li> <li>• Join the Capital Bikeshare Corporate program</li> </ul>
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Drive Alone rate under 25%

<div style="display: flex; align-items: center;"> <div style="background-color: #00a0e3; color: white; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">1</div> <div style="background-color: #e0e0e0; padding: 5px; border-radius: 5px;"> <p><b>Keep our drive alone rate under 25%</b></p> </div> </div> 	<p><b>How can your organization meet this goal?</b></p> <ul style="list-style-type: none"> <li>• Maintain current commuter benefits programs and hybrid work policy</li> <li>• Look into adding new programs and policies based on employee interest</li> <li>• </li> </ul>
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## Timeline

The template also includes a timeline section for tracking your goals. While not required, the timeline can be a useful organizing tool for the implementation of your plan. An example timeline is included here.

# TDM Plan Timeline

Timeframe	Strategy/Deadlines
August 2022	Submit TDM Plan for DDOT Review
September 2022	Implement transit subsidy Join the Capital Bikeshare Corporate program
January 2023	Complete online data reporting to document compliance

## Submitting Your Plan

Once your plan is complete, submit it to DDOT via [ParkingCashout@dc.gov](mailto:ParkingCashout@dc.gov). If you developed your plan without goDCgo assistance and would like to have us look at it before submitting it, feel free to send it to us and include a note asking us to review the plan and return it with comments. goDCgo review does not guarantee that your TDM plan will be approved by DDOT. DDOT then has sixty days to approve or deny your plan. If denied, you will have thirty days to revise and re-submit for approval. If your TDM Plan includes new strategies, you must provide evidence to DDOT within ninety days that you have implemented them. This could be in the form of an email that you sent out notifying employees or similar communication about new commuter benefits.