

Success Story



Residential Services

Fulfilling a Zoning Order with Help from goDCgo

Located in the Parkside neighborhood of Washington, DC, Vesta Parkside combines luxury, comfort, and convenience with its city views, amenities, and location. Going above and beyond, Vesta Parkside focuses on making sustainable transportation accessible for residents and staff through its TDM strategy.

ZONING ORDERS IN THE DISTRICT

The District of Columbia is attracting new residential, commercial, and retail development, and redevelopment at an unprecedented pace. While this activity has many benefits, it also increases traffic to/from and within our nation's capital. To enhance the quality of life for residents, commuters, and visitors, the District issues zoning orders that require buildings to implement sustainable transportation services and programs that reduce the number of single-occupancy vehicles (SOV), also known as Transportation Demand Management (TDM). As a complimentary service, goDCgo supports properties implementing the transportation demand management (TDM) requirements of their zoning orders that involve the provision of transportation services, information, and programs on-site.

COMPLETING THE PLAN & GOING BEYOND

Vesta Parkside's commitment to providing residents and staff with sustainable transportation options led the property to seek guidance from Lessie Henderson, Residential Outreach Coordinator at goDCgo, to review its TDM plan and assist with implementing strategies. Vesta Parkside had already implemented some amazing



PROPERTY MANAGEMENT COMPANY

KETTLER Management Company



PROPERTY SIZE

191 Units



YEAR OPENED

April 2022





goDCgo Zoning Assistance

TDM strategies and amenities like bike storage, a discounted carshare membership for residents, EV charging stations, and a transit screen in their lobby. To help them go even farther and fulfill all items in their TDM plan, Lessie assisted Alex Dickson-Patrick, Community Manager at Vesta Parkside, by sharing a residential vendor list for amenities, providing Capital Bikeshare memberships to its residents, creating a Get Around Guide and hosting lobby events to share sustainable transportation options for residents and staff.

Lessie also introduced the property to goDCgo's Transportation All-Star program, which recognizes DC organizations for their sustainable transportation efforts. Because of all the amenities and benefits they worked with Lessie to implement, they qualified for a Transportation All-Star designation at the highest level, Platinum. goDCgo helped them celebrate their accomplishment by holding a ribbon cutting ceremony for residents, staff, and guests to attend.

"Lessie and the goDCgo team were beyond supportive in getting our TDM plan in place. Lessie's knowledge and expertise really made fulfilling our zoning order a much smoother process. We even got to end on a great note, celebrating our new Transportation All-Star status with a goDCgo ribbon cutting! We are thrilled to continue our partnership with goDCgo to ensure all sustainable transportation options are available to our residents!"

- Alex Dickson-Patrick, *Vesta Parkside Community Manager*

Vesta Parkside's consistent engagement and proactiveness towards providing sustainable transportation options has not only fulfilled their zoning order but also made it easier for their residents to choose sustainable, affordable, and healthy ways to get around the District.

- 1 TDM Plan Creation**
Use our sample plan/templates or meet with goDCgo staff for assistance creating your TDM plan.
- 2 Staff Training**
goDCgo provides complimentary sustainable transportation training for property employees.
- 3 Transportation Survey Design**
Utilize custom commute surveys to understand tenants' current travel behavior and recommend effective TDM Strategies.
- 4 Vendor List**
We maintain a robust list of preferred transportation amenity vendors that are required or optional under DC zoning.
- 5 Capital Bikeshare**
goDCgo supports property managers in purchasing Capital Bikeshare annual memberships for residents.
- 6 On-Site Promotions**
Host a lobby event to share information and resources with residents.
- 7 Brochure**
Request a customized Get Around Guide that details all the transportation options available near your location.

[goDCgo.com/residential](https://www.goDCgo.com/residential)