

**BROAD & WASHINGTON REDEVELOPMENT
TRANSPORTATION DEMAND MANAGEMENT (TDM)
AND
PARKING MANAGEMENT PLAN (PMP)
August 16, 2021**

Introduction

The proposed Broad & Washington mixed-use redevelopment is planned to be located in the Downtown/City Center area of the City of Falls Church, at the intersection of E. Broad Street and N. Washington Street. The redevelopment, which is planned to consist of up to 13,400 square feet of retail/restaurant space, 56,600 square feet of grocery store use, a 100-seat live theater, 350 apartments, and publicly available parking, is anticipated to be complete in 2024. The redevelopment is situated in close proximity to four (4) major commuter corridors: I-66, Route 7, Route 29, and Route 50. The proposed Broad & Washington redevelopment is located approximately 0.75 miles away from the East Falls Church Metrorail Station as the crow flies. The walking distance from the Metro station to the subject site is approximately one (1) mile using the Washington & Old Dominion Trail and North Washington Street. The site is also served by three (3) existing local bus routes, one of which features a bus stop adjacent to the site at the intersection of E. Broad Street and N. Washington Street.

Transportation Demand Management and Parking Management

Transportation Demand Management (TDM) is the establishment of measures to influence travel behavior by mode, frequency, time, route, or trip length in order to achieve a maximally efficient use of transportation facilities. These strategies could be traditional or technology-based services to help people choose biking, walking, transit, ridesharing, etc. instead of solo driving. Parking Management techniques can further reduce the reliance on automobiles.

Purpose

The City's Comprehensive Plan establishes a vision of providing a transportation network that offers choices in travel modes. The Plan also includes a strategy of meeting increased travel demand within, from, and through the City via non-automobile modes. To that end, the City expects redevelopment activity to use Transportation Demand Management (TDM) and Parking Management techniques that provide a range of transportation options and reduce the reliance on single-occupancy vehicles.

The City's Comprehensive Plan identifies TDM as a means to reduce the region's solo driving and has set two goals to increase the use of alternative modes of transportation within and to the City. The City of Fall Church's report on Transit-Oriented Design Within and Beyond the Quarter-Mile outlines the 2030 Performance Targets as:

- *Achieve a commute mode share of 50 percent non-single occupancy vehicle (SOV) by the year 2030 for City of Falls Church residents.*
- *Achieve a commute mode share of 40 percent non-SOV by the year 2030 for City of Falls Church workers.*

As per the City of Fall Church's report on Transit-Oriented Design Within and Beyond the Quarter-Mile, a full TDM Program is recommended for mixed-use developments in excess of 40,000 square feet in area; hence, a TDM Plan was requested for this development. The guidelines contained herein provide a variety of strategies that can be incorporated into a TDM Plan and a Parking Management Plan for the site to align with the City's vision for the region.

Goals

This TDM Plan and Parking Management Plan are designed to achieve the following goals:

1. A 25 percent reduction in single-occupancy vehicle use, as compared with industry-standard Institute of Transportation Engineers (ITE) *Trip Generation Manual*, 10th Edition projections.
2. Accommodation within the on-site garage of the parking demand for the uses in the building during typical operating hours.

Plan Flexibility

These TDM and Parking Management Plan strategies recognize that travel behavior may change over time. For that reason, this plan uses a strategy of adaptive management – monitoring performance and updating the strategies applied as necessary to achieve the stated goals. The success of this TDM and Parking Management Plan will be reviewed periodically and updated as needed to deliver on the goals listed above.

Plan Elements

The TDM and Parking Management Plan includes strategies that are categorized below. A description of these categories is presented in the following section.

Site Design, Infrastructure and Options	<ul style="list-style-type: none">• Secure bicycle storage for retail employees, retail patrons, residents, and visitors• Bikeshare program space reserved, in addition to the station currently located along Park Place near the intersection with N. Washington Street• Sidewalk improvements along property frontage to include landscaping and street furniture to match with the character of the area• Crosswalk upgrades along N. Washington Street and E. Broad Street at the intersections of N. Washington Street and S. Washington Street and E. Broad Street and W. Broad Street to match the new crosswalk design adopted by the City• Two pedestrian routes and one public plaza• Existing bus stop improvements along E. Broad Street at the intersection of N. Washington Street and E. Broad Street to mimic other bus shelters in the City• Contribution to future bus stops adjacent to the site• Parking spaces reserved for car/vanpool• Parking spaces reserved for car share options• Dedicated electric vehicle charging stations provided on each level of parking, with extra conduit installed for additional charging facilities in the future• Common area Wi-Fi, copy machine and other business amenities provided to aid the residents who choose to work from home• Unbundling of parking fees with unit/lease
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<p>Promotion, Education, and Incentives</p>	<ul style="list-style-type: none"> ● Appoint Transportation Coordinator (TC) ● Develop TDM Program branding ● Develop TDM Program marketing plan ● Provide real-time travel information ● Develop site-based transportation access guide ● Implement live-work-play marketing ● Promote transit program ● Appoint Residential Transportation Coordinator (RTC) ● Distribute new resident commuter information package
<p>Monitoring and Enforcement</p>	<ul style="list-style-type: none"> ● Conduct commute surveys ● Collect traffic counts ● Collect parking occupancy counts ● Prepare annual report
<p>Adaptive Management</p>	<ul style="list-style-type: none"> ● As necessary based on TC and City review of annual report

Implementation Timeframe

1. *Site Design, Infrastructure, and Options*

These options will be provided when the project is opened for operation. The options include provision of bicycle accommodations, pedestrian amenities, public transportation, rideshare marketing, car share programs, and electric vehicle charging stations.

2. *Promotion, Education, and Incentives*

These options will be provided while the project is in operation. The options include appointing a Transportation Coordinator (TC), developing TDM Program branding and a marketing plan, providing real-time travel information, developing a site-based transportation access guide, implementing live-work-play marketing, and promoting the transit program.

3. *Monitoring, Enforcement and Adaptive Management*

These techniques will be used to measure performance of the implemented strategies, ensure compliance, and assess whether the strategies applied are meeting the goals of the plan. The tasks will include conducting commute survey, collecting parking occupancy and traffic counts, and preparing an annual report.

4. *Adaptive Management*

These additional techniques will be used if the implemented strategies are not sufficient to meet the goals of the plan. Note that this list is not exhaustive. Other strategies as needed will be used to meet the performance goals, as necessary.

Site Design, Infrastructure, and Options

Site design features supportive of TDM strategies should be implemented as part of the overall holistic design of the Broad & Washington redevelopment site.

Bicycle Accommodations

On-site bicycle parking will be provided for retail employees, retail patrons, residents, and visitors. Bike storage and parking will be located inside the garage, with an approximately 141-space secure storage area on the lower level, and approximately 8 spaces available on the Broad Street level near the pedestrian retail entrances.

Bike racks for retail patrons and visitors will be installed on-street along the exterior sidewalk for parking approximately 18 to 22 bikes, with a majority of those spaces clustered at the Broad Street and Washington Street intersection near the bus shelters and urban plaza, which include a covered area under the bus shelters for parking approximately 8 bikes and uncovered racks for parking approximately 8 bikes. The remaining spaces will be distributed along the front of the building adjacent to the site's Broad Street frontage to be convenient to each of the commercial uses on the ground floor.

At a minimum, a total of 90 indoor bicycle parking spaces and 6 outdoor spaces will be provided within the building and parking garage in accordance with City of Alexandria bicycle parking guidelines, currently in use by the City of Falls Church. The physical layout of the bicycle facilities, including, but not limited to, type of bike rack, placement of racks, and spacing of racks, will adhere to the City's Standards.

As of August 2021, a Capital Bikeshare station exists along Park Place, near the intersection of N. Washington Street. In addition, a space is reserved in the northeast corner of the intersection of Broad Street and Washington Street for an additional bikeshare facility, if an operator chooses to install a station in that space.

The City's Comprehensive Plan, in its chapter on transportation, mentions establishing a 'City Bike Route' as depicted in blue in Figure 1.

Figure 2 illustrates the future bikeshare corridors in the City. The Washington Street corridor, marked in yellow, lies adjacent to the development's western frontage.

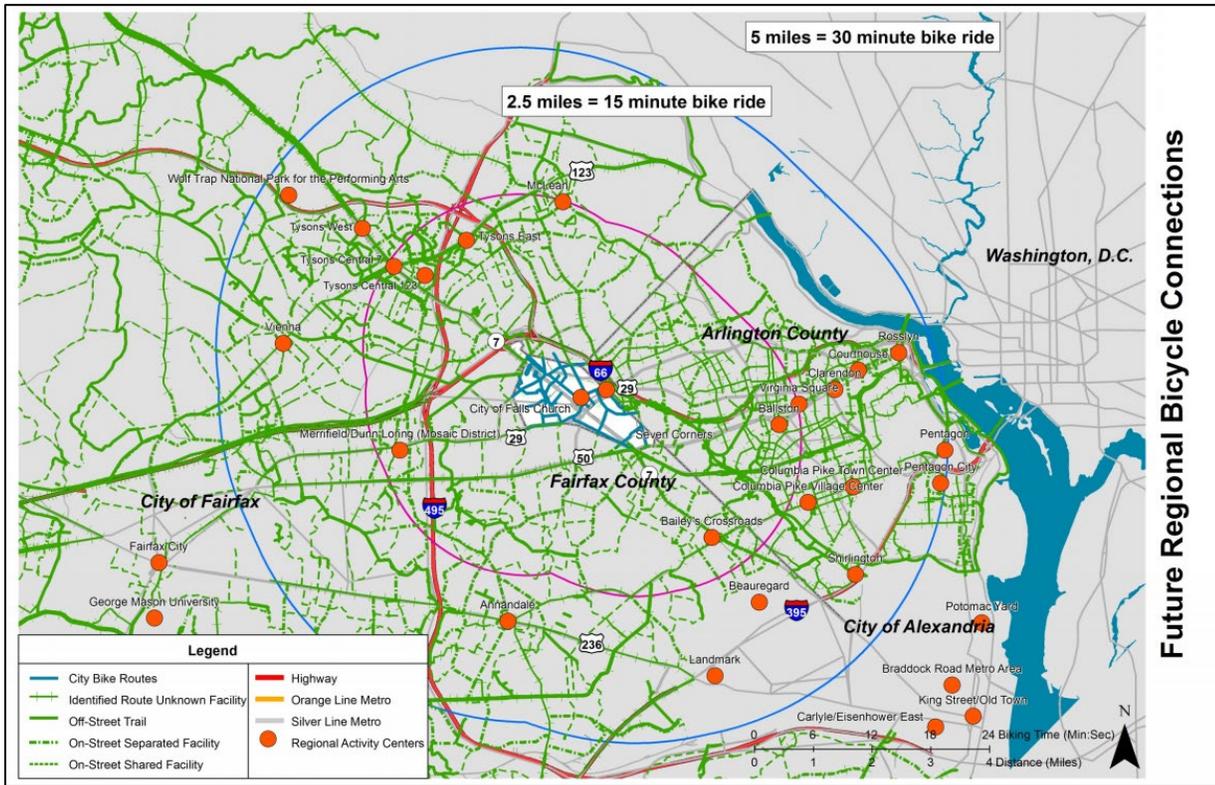


Figure 1: Future Regional Bicycle Connections in the City of Falls Church (Source: Bicycle Master Plan, City of Falls Church, Virginia)

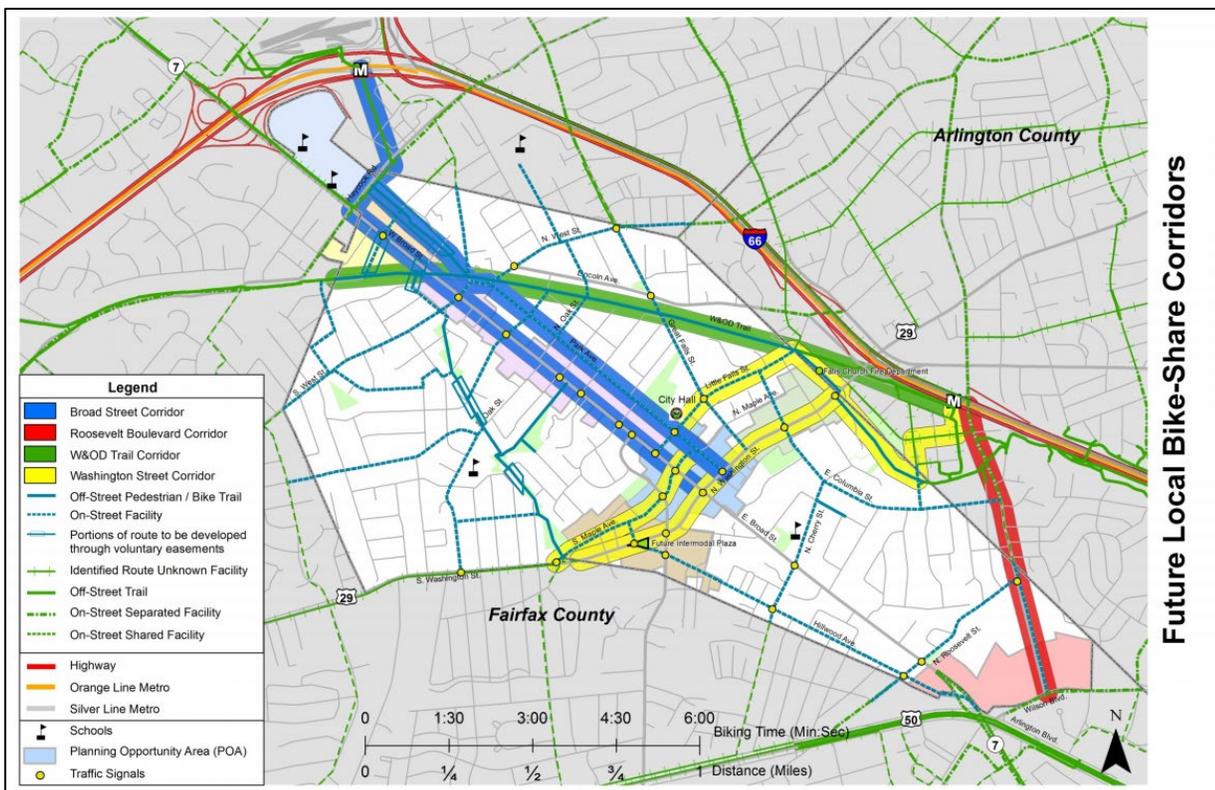


Figure 2: Future Local Bike-Share Corridors in the City of Falls Church (Source: Bicycle Master Plan, City of Falls Church, Virginia)

Pedestrian Amenities

The redevelopment will improve the crosswalks along N. Washington Street and E. Broad Street at the intersection of Broad Street and Washington Street to match the City's vision in its Comprehensive Plan. The crosswalks are currently in the form of painted zebra crossings and will be updated to have special paving blocks.

The redevelopment will also improve the sidewalks along the periphery of the development. Wide and specially paved sidewalks with landscaping, equipped with street furniture, will provide for an attractive and inviting space for pedestrians using the ground level restaurants and shops.

In addition, the redevelopment is also planned to include two (2) pedestrian connectivity routes. The first pedestrian route will connect Washington Street to the City's Public Parking Lot just north of the development. This pedestrian route will also be accessible to the pedestrians using the public plaza that is planned at the northeast corner of the intersection of Broad Street and Washington Street. The other pedestrian route is planned to connect Lawton Street and Broad Street to the public parking, north of the site, via a walkway along the northern frontage of the site.

Public Transportation

As part of the proposed Broad & Washington redevelopment, two (2) bus shelters are being proposed which will include appropriate signage, shelter, and landing pad amenities, such as bus schedule and real-time route information if available. The first bus shelter location will be the existing bus stop situated along the westbound approach at the intersection of Broad Street and Washington Street. Currently, only a pole with Metrobus sign and route number exists at the bus stop location. The style of bus stop will be selected by the City and will mimic other bus shelters in the City. The second proposed bus shelter will be located along the western frontage of the proposed development along N. Washington Street. This facility will provide a level of safety and protection to riders in case of inclement weather and encourage ridership at such times. The Metrobus route map is shown in Figure 3. An image of a typical bus shelter as shown in the City's Bus Stop and Bus Shelter Master Plan is shown in Figure 4.

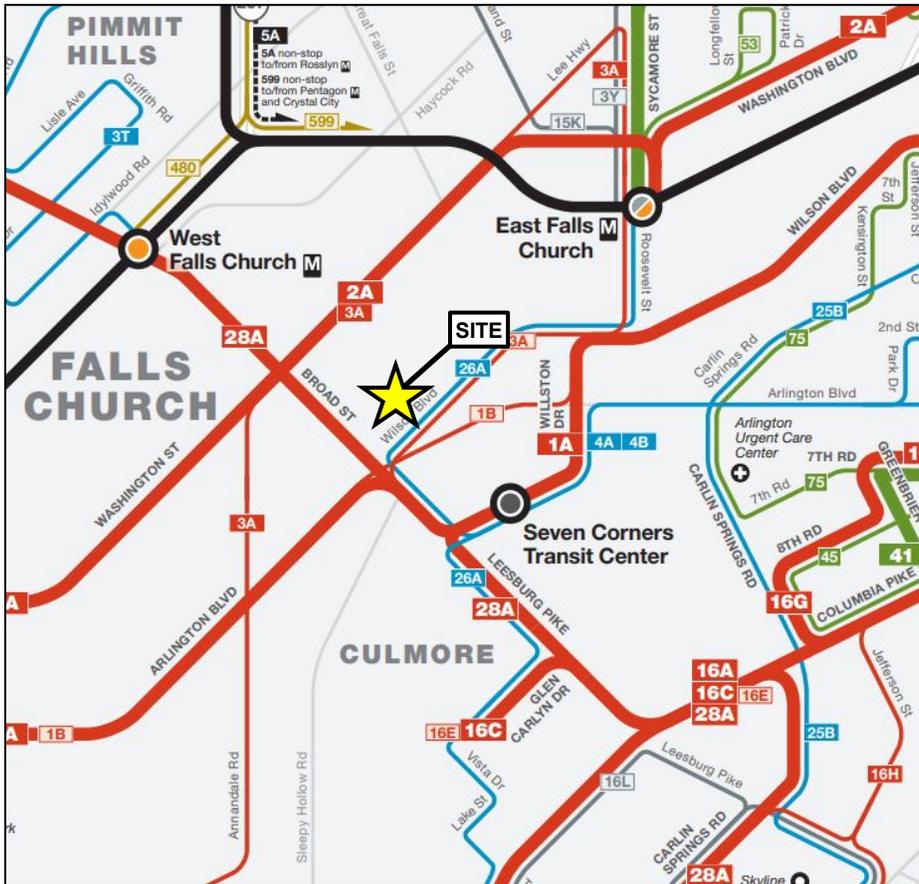


Figure 3: Existing Transit Service in the Vicinity of the Proposed Development



Figure 4: Typical Bus Shelter Described in the City's Bus Stop and Bus Shelter Master Plan (Source: City of Falls Church Comprehensive Plan, Chapter 7: Transportation: "Mobility for All Modes")

Ridesharing Marketing

Various methods will encourage and promote rideshare matching and incentives for car/vanpooling for both residents and (non-resident) employees using the proposed development. Three (3) parking spaces for carpool/vanpool vehicles will be reserved on the second level of parking closest to the elevators. If residents or workers in the buildings join a vanpool and they park the van onsite, parking spaces shall be reserved near the garage entrance/exit at no cost. The intent is to make it easy for the van driver to navigate the garage.

Other strategies include transportation fairs, distribution of ridesharing marketing material to residents and employees, and displaying informational material, such as posters, brochures, etc., in common areas like hallways, elevators, restrooms, water fountains, building management offices, and public space notice boards.

A reason often cited to not participate in ridesharing arrangements is the need to have a personal vehicle at hand for emergency situations. A number of innovative programs, such as Commuter Connection's Guaranteed Ride Home (GRH), have been developed to provide emergency transportation to one's home or child's school or daycare, and will be made available to residents and visitors of the development.

Car Share Programs

Two (2) parking spaces for a car sharing program, such as *Zipcar*, will be reserved in the parking garage, providing a convenience for residents who don't own an automobile and others who use car sharing as an occasional method of transportation to maintain a car-free lifestyle. Space shall be set aside for signs to direct pedestrians to the car sharing spaces in the event a company like *Zipcar* uses the spaces.

Electric Vehicle Charging Stations

Dedicated electric vehicle charging stations (a total of five (5) dual port rapid charging stations capable of servicing up to a total of ten (10) vehicles) will be installed inside the garage at opening. These charging stations will be equipped with two (2) ports of at least 400-volts each to enable fast battery re-charging times ranging from one (1) to three (3) hours. The spaces for electric vehicle charging stations will be restricted to electric vehicle use only and will be signed accordingly.

Extra conduit will also be installed inside the garage to allow for additional charging facilities in the future (up to ten (10) additional dual port rapid charging stations with specifications as above, capable of servicing up to a total of 20 vehicles). Ultimately, a grand total of up to 30 vehicles would be able to recharge at one time with the electric vehicle charging stations and additional conduit in place.

Promotion, Education, and Incentives

The site-wide TDM Program strategies for the Broad & Washington site may include one or more of the following elements:

- Appoint a Transportation Coordinator (TC);
- Develop TDM Program Branding;
- Develop a TDM Program Marketing Plan;
- Promote Real-Time Travel Information;
- Develop a Site-Based Transportation Access Guide;
- Implement Live-Work-Play Marketing; and
- Promote the Transit Program

Detailed descriptions of each strategy are included in the sections below.

Appoint a Site-Wide TDM Transportation Coordinator (TC)

Transportation program management responsibilities should be designated to a single site representative associated with the Broad & Washington redevelopment, which may also be responsible for overall operations and maintenance. This individual should serve as a central point of contact and manage the overall TDM Program and Annual Report. The location of the program manager's office should be publicized broadly within the redevelopment site area, and the manager should be available for consultation during regular office hours.

TC responsibilities could include, but may not be limited to:

- Develop an Annual TDM Report, which should outline the activities to be implemented in the upcoming year, provide an assessment of strategies implemented to date, and in consultation with the City secure approval of the Transportation Management Plan.
- Promote transportation alternatives to all owners, residents, and retail employees.
- Remain available to answer questions about all aspects of the TDM Program.
- Manage a volunteer network of individual Transportation Coordinators located at residential and retail buildings, provide these coordinators with materials and information to distribute about the TDM Program, and organize periodic and regular meetings with these coordinators.
- Recruit and engage participants for any outreach events or campaigns associated with the TDM Program over time.
- Coordinate with local TDM providers, Telework!VA and MWCOCG to obtain support for program implementation.
- Train residential and commercial sales and/or leasing staff on TDM Program elements and information so they can provide these materials to tenants as they move in or to use as a recruitment tool.
- Coordinate and manage IT efforts associated with the TDM Program.
- Coordinate all monitoring and evaluation activities necessary to measure the effectiveness of the TDM Program and parking occupancies.

The overall approach of the TC should follow an individualized marketing framework. Individualized marketing is a TDM implementation and evaluation process that takes the principles of social marketing and customizes them to transportation programs focused on the individual traveler. The approach is simple: target customized information, training, and incentives to people who are open to changing the way they travel. Identifying people open to trying transportation alternatives is achieved through surveys of the population to determine who uses transportation alternatives currently, who is interested in using them more, and who would never consider changing their travel behavior. The programs are implemented and the participants are then surveyed again to understand how their travel behavior changed. This approach will ensure resources are spent on individuals most likely to change and will make sure all elements of the TDM Program are captured in one fluid implementation strategy.

TDM Program Branding

An initial step in the promotion and marketing of the TDM Program is the development of a program brand. The brand should be used on TDM Program marketing materials, which may include e-newsletters, print ads, brochures, flyers, premiums, and news releases.

To be successful, a brand must offer a relevant, consistent message that resonates with current and potential customers. The graphic identity of a program brand, including a logo, taglines, and a brand standards document should convey the program's ability to address the needs of the various types of residents, employees, and visitors that will travel to the redevelopment site. The brand should create a single point of reference for the individuals that will access the redevelopment daily.

TDM Program Marketing Plan

The marketing plan reinforces the TDM brand and ensures that communications with Broad & Washington residents, employees, and visitors by the TDM Program remains organized, consistent, and efficient. The marketing plan should host messaging and timing of communication through the various communication channels the TC uses to communicate with Broad & Washington audiences. To ensure that significant progress is made site goals, the marketing plan should focus on concepts most likely to generate interest in specific commute options.

Real-Time Travel Information

The availability of real-time travel information has been shown to make travel using alternative transportation more attractive. Studies have shown that providing real-time travel information has been found to decrease perceived wait times and increase rider satisfaction with travel systems. In order to encourage the use of alternative transportation, the TC has the option to install an Electronic Information Display at high traffic areas to show real-time transportation information. Additionally, the TC should promote applications and websites that provide real-time travel information. The TC should also monitor new technology that can be used to increase the use of non-SOV travel modes and implement those strategies when appropriate based on costs and potential benefits. The information provided may include, but not be limited to, the following:

- Traffic conditions, road hazards, construction work zones, and road detours;
- Arrival times and delays on Metrorail and area bus routes;
- Real-time parking conditions and guidance to current on-site parking vacancies; and
- Carshare and rideshare availability.

Site-Based Transportation Access Guide

A local access guide should be made available to all traveler groups to the development site, including residents, employees, and visitors. The guide would provide them with information about how to access transportation options, parking, retail, and services, as well as provide them with a sense of amenities and destinations within walking and biking distance. When possible, these access guides should be provided to new residents as part of their move-in packet as well as to all new employees in the retail space. The purpose of the local access guide is to familiarize residents, employees, and visitors with what is available in and around the Broad & Washington redevelopment site. By doing so, the need to travel off-site is reduced and in some cases eliminates the need for a vehicle during work hours to run errands. The local access guide should be updated on an annual basis or as needed.

Live-Work-Play Marketing

A live-work-play marketing program should be implemented to encourage tenants of the residential uses to work, shop, and eat within the City of Falls Church. An advanced strategy should be implemented to encourage local employees to purchase or lease housing close to their worksites through a variety of financial incentives that will be determined. The TC should also seek discounts or coupons from local retail and service establishments and distribute those items to residents to encourage them to shop locally. This marketing encourages residents to shop at, eat at, and visit businesses that are within walking distance of their homes or accessible via transit.

Transit Program

Transit subsidy programs will include incentives to utilize the regional Metrorail/Metrobus system. The property management company and retail tenants with employees who either ride transit or vanpool will be encouraged to enroll in a *SmartBenefits* pre-tax benefits program to help them take advantage of available automated and convenient tax savings on their transit costs. During initial lease up of the project, new tenants could be provided with a *SmarTrip* Card with \$20 pre-loaded. This program

will encourage the use of Metrorail and Metrobus, with East Falls Church Metro station being only a mile's walking distance from the site location.

In order to maximize the site's proximity to Metrorail, Broad & Washington has the option to implement a free connection to Metrorail by way of a shuttle for the site's residential uses. The shuttle service would transport passengers from Broad & Washington to Metrorail during peak hours on weekdays. Additional stops in-between can be considered based on resident demands. The shuttle service can be solely operated by Broad & Washington or part of a joint shuttle service agreement with nearby developments in the City of Falls Church, in coordination with City staff.

Broad & Washington Residential TDM Program Elements

In addition to site-wide TDM Program elements outlined previously, several TDM strategies should be implemented for new residents associated with the Broad & Washington property. These strategies leverage the site-wide TDM Program elements, as well as existing regional TDM strategies such as ridesharing and Guaranteed Ride Home that are available for free use by residents. *The TDM strategies implemented for residents may include the following:*

- Appoint a Residential Transportation Coordinator (RTC);
- Distribute a new resident commuter information package.

Detailed discussions of each of the strategies are included below.

Residential Transportation Coordinator (RTC)

The site's residential component should have a property manager designated to serve as a point of contact for the TDM Program. These RTCs could be paid staff of the property management company, residential leasing agents, or others who have responsibility for the ongoing operation and maintenance of the building. These individuals could have the following responsibilities:

- Promote and distribute information about the TDM Program. This information should be produced by the TC and the only responsibility of the RTCs would be to distribute it within their building.
- Inspect the condition and functionality of the bicycle storage located within or on the grounds of the building. Report any issues to the TC.
- Respond to questions or concerns about TDM Program elements, provide information, and coordinate with the TC as necessary (e.g. transportation fairs, campaign events, etc.)

New Resident Commuter Information Package

The RTC should distribute to all new residents a transportation information package which would include information on alternative transportation at Broad & Washington. The purpose of these commute information packages is to raise awareness of the transportation benefits and amenities available for residents. Information in this package could include, but not be limited to, the following:

- Overview of transportation amenities on site (local access guide),
- Transportation Demand Management Program overview,
- Shuttle or transit subsidy information,
- Bikeshare information,
- Promotion of subsidized delivery services,
- Transit service schedules,
- Promotion of Guaranteed Ride Home,

- Promotion of Commuter Connections,
- Promotion of Live Near Your Work Program, and
- Live-Work-Play discounts information.

Monitoring and Enforcement of TDM Strategies

Program monitoring and evaluation are important components of any successful TDM and Parking Management Plan. To ensure credibility and performance, the monitoring program should assess compliance of TDM Program elements outlined herein using the goals stated previously:

1. A 25 percent reduction in single-occupancy vehicle use, as compared with industry-standard Institute of Transportation Engineers (ITE) *Trip Generation Manual*, 10th Edition projections.
2. Accommodation within the on-site garage of the parking demand for the uses in the building during typical operating hours.

Reasons to develop a monitoring program include, but are not limited to, the following:

- Provide a quantitative benchmark of the program's effectiveness in reducing trips and parking demand,
- Assist the City and the TC in redirecting efforts when assessing the effectiveness of program elements in achieving trip reduction and parking occupancy goals,
- Provide the TC with a tool to direct the TDM and Parking Management Program, and
- Provide evidence to the City and the public of the diligence of the Applicant in implementing the programs.

There are different methods for collecting the data necessary to monitor both the TDM and Parking Management Programs, including surveys (of employees, residents and/or visitors), program participation documentation, vehicle counts, parking occupancy counts, and activity logs. The Broad & Washington monitoring program should primarily use surveys, traffic counts, and parking counts to evaluate the effectiveness of program strategies. Each of these tools are discussed below.

Commute Survey

One of the primary tools for monitoring the effectiveness of the Broad & Washington TDM and Parking Management Plan should be regular surveys of all on-site residents and employees.

Surveys should be conducted annually post-initial occupancy in accordance with the City's TDM guidelines. In addition to monitoring the success of the TDM Program, surveys should also assess auto ownership for residents of Broad & Washington.

The survey questions, at a minimum, should ask residents and employees for the type and frequency of modes of transportation used in a typical week, reasons behind driving alone, incentives that would encourage drive alone respondents to use an alternative mode, whether or not respondents participate in telecommuting and/or flex work hours, etc. Additionally, residents should be asked about the number of vehicles owned and/or leased per household type. Surveys should be developed and conducted by the TC in consultation with the City of Falls Church.

The TC should conduct such surveys in the spring or fall season of a given year (between March and May or between September and November). The survey should be completed during a week without any holidays and when area Falls Church Public Schools are in session. The surveys may be conducted by mail, telephone, and/or email. Regardless of the type of survey ultimately used, a high degree of follow-up is recommended to ensure a high response rate.

Parking Occupancy Counts

Parking occupancy counts refer to a visual or automated account of occupied and/or empty parking spaces used to ensure that the on-site parking supply is appropriate to meet the peak hour parking demand.

The specifics of the parking occupancy collection and reporting formats should be coordinated with the City of Falls Church. At a minimum, parking occupancy counts should be conducted annually beginning one (1) year after site occupancy.

- Residents, employees, and visitors would not be advised as to the date/time of the parking occupancy counts; and
- Occupancy counts would be conducted on a typical Tuesday, Wednesday, or Thursday during a non-holiday week when area public schools are in session.

Parking occupancy counts should continue to be collected until two (2) years of consecutive counts conducted post-full occupancy show that the parking demand is met based on the overall parking supply.

Once two (2) years of consecutive counts show that the parking demand is met based on the overall parking supply, the TC should continue to conduct annual parking occupancy observations on the site on a more informal basis which may be limited to one site-wide count to be included in the annual report. All collected parking data should be provided in the annual report and submitted to City staff.

As outlined above, the specifics of the parking occupancy collection and reporting formats should be coordinated with the City prior to the initiation of data collection activities. Parking counts should be overseen by the on-site TC and timing should be consistent with commute surveys and traffic counts.

If the average percentage occupied is greater than or equal to 97% of the available supply, then the TC should meet with the City to discuss additional strategies within the Parking Management Plan to be implemented in order to reduce parking demand. The TC should present the results of the parking occupancy counts to the City in the annual report, as specified herein.

In addition to the above, the Applicant agrees that City staff, upon written notice to the owner's designated representative, should have access to the garage at all times to conduct parking utilization counts and to monitor compliance with the TDM and Parking Management Plans.

Traffic Counts

Vehicular traffic counts should be collected post-build out for the site on an annual basis at all building vehicular entries/exits and/or select intersections to complement commute surveys of the redevelopment site discussed above. Counts should be conducted during weekday AM and PM peak hours, as identified by a traffic engineering analysis. Vehicle counts should be recorded at 15-minute intervals. Automated data collection may be supplemented with manual peak hour turning counts at select locations if necessary. The specifics of the traffic count collection and reporting formats should be coordinated with the City of Falls Church and should be generally consistent with the process associated with the parking occupancy counts. Traffic counts should be performed by the TC and timing should be consistent with the commute surveys and parking occupancy counts. Traffic counts should continue to be collected until two (2) years of consecutive counts conducted post-full occupancy show that the traffic generation meets the goals for the site. Additional counts may be performed any time thereafter as requested by the City, but not to exceed once per year.

Traffic counts are a very accurate snapshot of the real impact of a TDM Program and provision of alternative modes and services. However, they do not provide insight on the overall effectiveness of a TDM Program, such as residents' perceptions and/or appreciation of transportation benefits, utilization of transit services, number of people biking, using the telework program, or traveling during off-periods. For these reasons the commute survey detailed above would also be implemented.

Annual Report

The TC should summarize the results of the TDM and Parking Management Plan for Broad & Washington annually. These reports should detail when strategies were implemented, how many individuals participated, and lessons learned regarding the most effective strategies. The Annual Report should contain a summary report of survey, parking occupancy, and traffic count results as well as all supporting data collected. All reports should be submitted to the City of Falls Church and should be provided annually for five years.

Adaptive Management of TDM Strategies

If any of the Annual Reports show the redevelopment site is not meeting the target reduction goal, the non-SOV mode split, or the parking demands are exceeding the available supply, then the TC should review the strategies in place and develop modifications to the TDM strategies, adopt additional TDM strategies, and conduct such supplemental parking occupancy, surveys, and/or traffic counts as deemed appropriate in coordination with the City of Falls Church staff.

Parking Management Strategies

Managed Parking

The proposed Broad & Washington redevelopment will be served by approximately 680 parking spaces within a three-level parking garage. Of those parking spaces, approximately 360 will be dedicated to residential use and 240 for retail and public use. Effective directional signage will be provided to direct residents, visitors, and customers to the appropriate locations in the parking garage. The owner anticipates that elements of smart parking technology will be incorporated in the garage, but no specifics have been identified as a parking and revenue control system has not yet been selected.

Residential parking spaces will not be bundled with units and leases. Unbundling parking from leases reduces parking demand because individuals are less likely to pay for and use parking when they know the cost and have alternative travel options. Parking spaces will be available for a separate fee.

In addition, the site may choose to participate or lead the development of a parking plan for the area, for example being part of a local *SpotHero* program. This plan will help visitors to the retail establishments locate spaces, anticipate the parking costs and reserve parking spots in nearby parking garages in advance of their visit.

A formal Parking Plan will be submitted to City staff for review prior to the approval of the site plan. This Parking Plan will provide details of:

- The numbers and locations of parking spaces allocated for, or shared between, the various uses in the buildings.
- The numbers and locations of reserved parking spaces in the garage, including accessible spaces and short-term reserved pick-up/drop-off areas.
- The hours of operation of the parking garage dedicated for the various uses in the buildings.
- The operation and management of the spaces, including access and revenue control equipment, employee parking, towing enforcement, and hours of operation.
- Planned event management strategies, including communication with adjacent retail and event operators.

Truck Access Management

Truck delivery, trash collection, and service functions will be actively managed to minimize adverse operation and safety impacts to the adjacent land uses and users of the local area roadway network.

The Parking Plan should also provide details of the operational hours and management of the residential move-in/move-out, retail and grocery deliveries, and trash removal operations.

Conclusion

The proposed Broad & Washington mixed-use redevelopment will implement a variety of strategies in a Transportation Demand Management (TDM) plan for the site to align with the City's vision for the region.

TDM strategies suggested in this program have been broken down in the following categories:

1. *Site Design, Infrastructure, and Options*

These options will be provided when the project is opened for operation. The options include provision of bicycle accommodations, pedestrian amenities, public transportation, rideshare marketing, car share programs, and electric vehicle charging stations.

2. *Promotion, Education, and Incentives*

These options will be provided while the project is in operation. The options include appointing a Transportation Coordinator (TC), developing TDM Program branding and a marketing plan, providing real-time travel information, developing a site-based transportation access guide, implementing live-work-play marketing, and promoting the transit program.

3. *Monitoring, Enforcement and Adaptive Management*

These techniques will be used to measure performance of the implemented strategies, ensure compliance, and assess whether the strategies applied are meeting the goals of the plan. The tasks will include conducting commute survey, collecting parking occupancy and traffic counts, and preparing an annual report.

4. *Adaptive Management*

These additional techniques will be used if the implemented strategies are not sufficient to meet the goals of the plan. Note that this list is not exhaustive. Other strategies as needed will be used to meet the performance goals, as necessary.

Implementation and regular monitoring and updating of these strategies would maximize the use of available transportation alternatives. These actions would significantly limit the number of single-occupancy vehicle trips and help the City achieve its goal of making the Downtown area a vibrant, economically viable, diverse, walkable, bike friendly destination to truly become the "Heart of the City."