

Transportation Demand Management (TDM) Plan

Courthouse Plaza

City of Fairfax, Virginia

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TABLE OF CONTENTS

1.0 | Background Summary 1

 1.1 | Site Location 1

 1.2 | Description of the Parcel 2

2.0 | Existing Conditions..... 2

 2.1 | Vehicular Access 2

 2.2 | Transit 2

 2.3 | Existing Bicycle and Pedestrian Facilities 5

 2.4 | Existing Regional Programs 9

3.0 | TDM Program Recommendations 11

 3.1 | Infrastructure 11

 Bicycle Accommodations 11

 Pedestrian Facilities..... 12

 Transportation Information Display(s)..... 12

 3.2 | Program Management..... 12

 Property-wide TDM Program Management 12

 3.3 | Incentives 12

 Metrorail SmarTrip Cards..... 12

 Emergency Transportation Options..... 12

 3.4 | Promotion and Marketing 12

 Active Marketing..... 12

 Provide Resources for Alternative Transportation Services 13

 Promote Transportation Information Display(s)..... 13

4.0 | Process of Implementation 13

 4.1 | Transportation Management Plan (TMP) Coordinator 13

 4.2 | TDM Implementation..... 14

 4.3 | Monitoring..... 14

5.0 | Program Monitoring 14

 5.1 | Survey..... 14

LIST OF TABLES

Table 1: Bus Route Information 3

Table 2: Bus Stop Facilities 3

Table 3: TDM Commitments 11

Table 4: TDM Strategy 13

LIST OF FIGURES

Figure 1: Site Location 1

Figure 2: Existing CUE Bus Routes 4

Figure 3: Bus Stops Near Site..... 5

Figure 4: Planned Bicycle Networkl..... 6

Figure 5: Existing Bicycle Facilities Surrounding the Site 7

Figure 6: Existing Pedestrian Facilities..... 8

1.0 | BACKGROUND SUMMARY

This Transportation Demand Management (TDM) Plan is designed to help achieve the ultimate goal of reducing peak hour vehicular trips generated by the residential uses within the Courthouse Plaza redevelopment.

The development is planned to approximately consist of a new 315 multifamily units residential building on the west side of the property and approximately 5,000 SF of new retail in the mixed-use building. Approximately 67,000 SF (inclusive of pad sites) of existing retail (including a supermarket) is to remain. This TDM Plan is prepared for the residential uses within the site. The strategies included in this plan are for the residents and non-residents (visitors, etc.) of the development.

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.

1.1 | Site Location

Courthouse Plaza is located west of Blenheim Boulevard (Old Lee Highway), east of University Drive and north of North Street in City of Fairfax, Virginia, as shown on Figure 1.

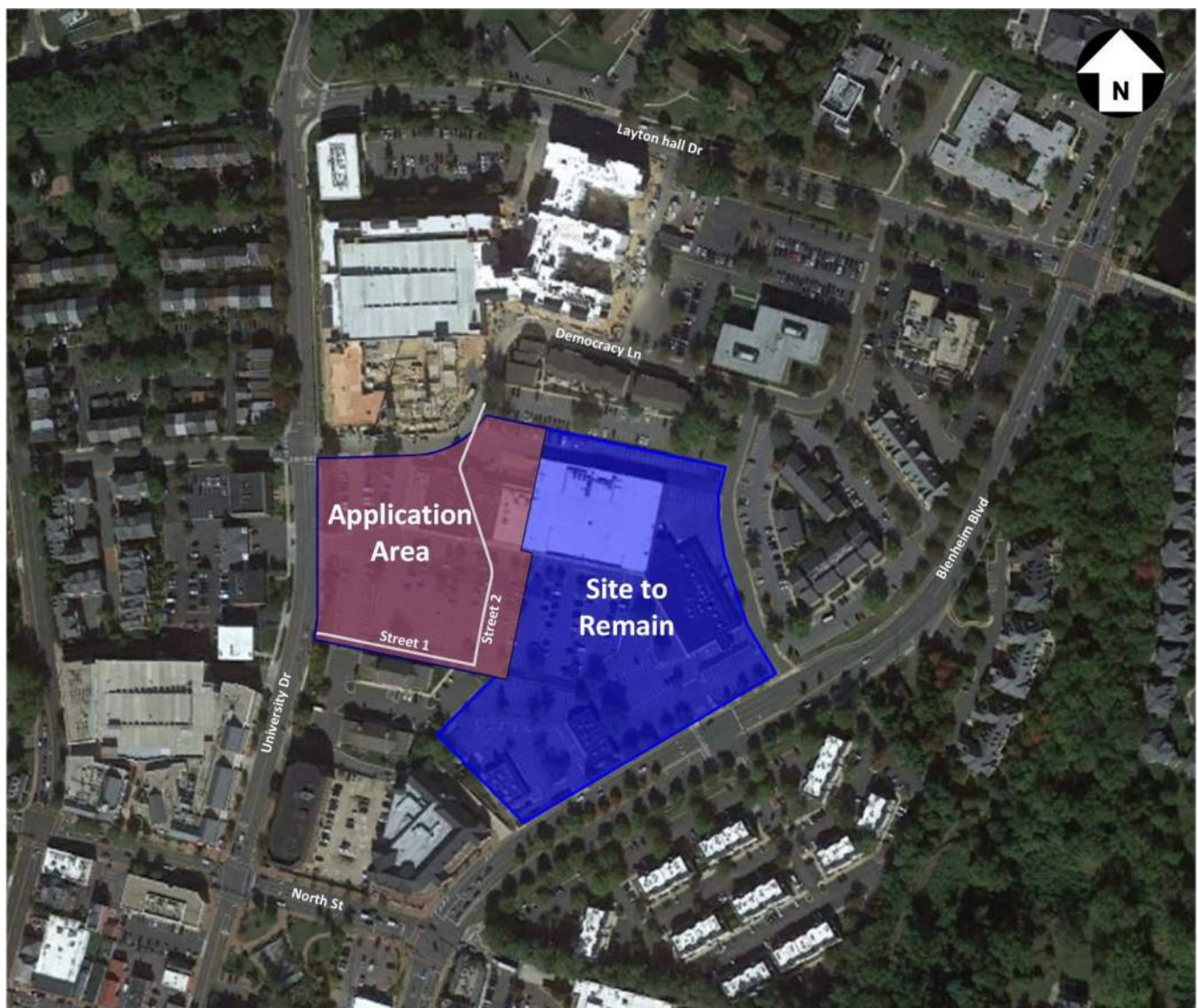


Figure 1: Site Location

1.2 | Description of the Parcel

The proposed redevelopment of Courthouse Plaza is composed of two (2) parcels. The parcels can be identified on City of Fairfax Maps with the parcel IDs: 57-2-20-004 D and 57-2-20-003 A. The existing site is currently occupied by approximately 91,860 SF of retail (including a supermarket) and surface parking.

2.0 | EXISTING CONDITIONS

In order to make informed recommendations for the property, it is necessary to know the transportation services that are currently available to the site. This section explores the existing programs and services that residents can utilize for additional transportation options.

2.1 | Vehicular Access

Regional vehicular access to the site is provided via Main Street (Route 236) and Blenheim Boulevard (Old Lee Highway). Local access is provided via University Drive.

The Courthouse Plaza development in existing conditions is accessed via multiple entrances on Blenheim Boulevard and University Drive. During the proposed redevelopment, two new roadways (Street 1 and Street 2) will be implemented adjacent to the new building.

Two planned multimodal improvements (Blenheim Boulevard Multimodal Project, University Drive Bike Lanes) are planned to the north and west of the proposed redevelopment. These improvements could in the future be extended along the frontage of the site; however at this time those plans do not exist.

2.2 | Transit

Four (4) bus routes operated by City of Fairfax: CUE system currently serve the site area. The system provides scheduled, low-cost transportation services to George Mason University, to shopping centers and other locations within the City of Fairfax as well as the Vienna/Fairfax GMU WMATA station. It is noted that only the CUE system serves the immediate site area. WMATA bus route 29K originating from King Street-Old Town metro station serves the area via the University Drive & Main Street bus stop on Main Street.

The CUE system operates Monday-Friday for all four routes, with a typical headway of approximately 30 minutes during AM and PM peak periods. Special reduced service is also provided on Saturdays and Sundays with headways of approximately 60 minutes during the peak mid-day periods.

Table 1 shows a summary of the bus route information for the routes that serve the site, including service hours and headway. Figure 2 shows the bus routes in the vicinity of the site, and Figure 3 shows the approximate locations of bus stops in the vicinity of the site.

Table 2 shows a list of available infrastructure at the bus stops. The provided infrastructure can include a sign and pole, with or without an information case, ADA landing pads and sidewalk, seating, shelter, and trash.

Table 1: Bus Route Information

Route Number	Route Name	Service Hours	Average Headway
CUE GO1	Gold 1	Weekdays: 5:40 AM - 11:10 PM Saturdays: 8:25 AM - 8:52 PM Sundays: 10:00 AM - 6:28 PM	30-60 minutes
CUE GO2	Gold 2	Weekdays: 5:25 AM - 9:57 PM Weekends: 8:00 AM - 8:27 PM Sundays: 9:33 AM - 6:01 PM	30-60 minutes
CUE GR1	Green 1	Weekdays: 5:30 AM - 11:00 PM Weekends: 8:25 AM - 8:35 PM Sundays: 10:00 AM - 5:55 PM	30-60 minutes
CUE GR2	Green 2	Weekdays: 5:15 AM - 8:43 PM Weekends: 8:02 AM - 8:12 PM Sundays: 9:37 AM - 5:32 PM	30-60 minutes

Table 2: Bus Stop Facilities

Location	Stop ID	Routes Served	Infrastructure						
			Sign	ADA Landing Pad	Sidewalk	Route Info Case	Bench	Shelter	Trash
Old Lee Highway/Blenheim Boulevard at Layton Hall Dr (SB)	151	Gold 1	•	•	•	•	•	•	•
Layton Hall Drive at Old Lee Highway/Blenheim Boulevard (EB)	89	Gold 2	•	•	•	•	•	•	•
Layton Hall Drive at The Flats (EB)	199	Gold 2	•	•	•	•	•	•	•
Layton Hall Drive at Layton Hall Apartments (WB)	200	Gold 1	•	•	•	•	•	•	•
University Drive at Democracy Lane (NB)	88	Gold 2	•		•				•
University Drive at Whitehead Street (SB)	152	Gold 1	•	•	•	•	•	•	•
University Drive at North Street (SB)	192	Gold 1	•		•				
University Dr & Main St	117	Green 1	•	•	•				•
University Dr at North St	187	Gold 2, Green 2, 29K	•		•				
Main Street Market Place	116	29K, Green 1	•		•	•	•	•	•
Main St at East St	37	29K, Green 2	•	•	•	•	•	•	•

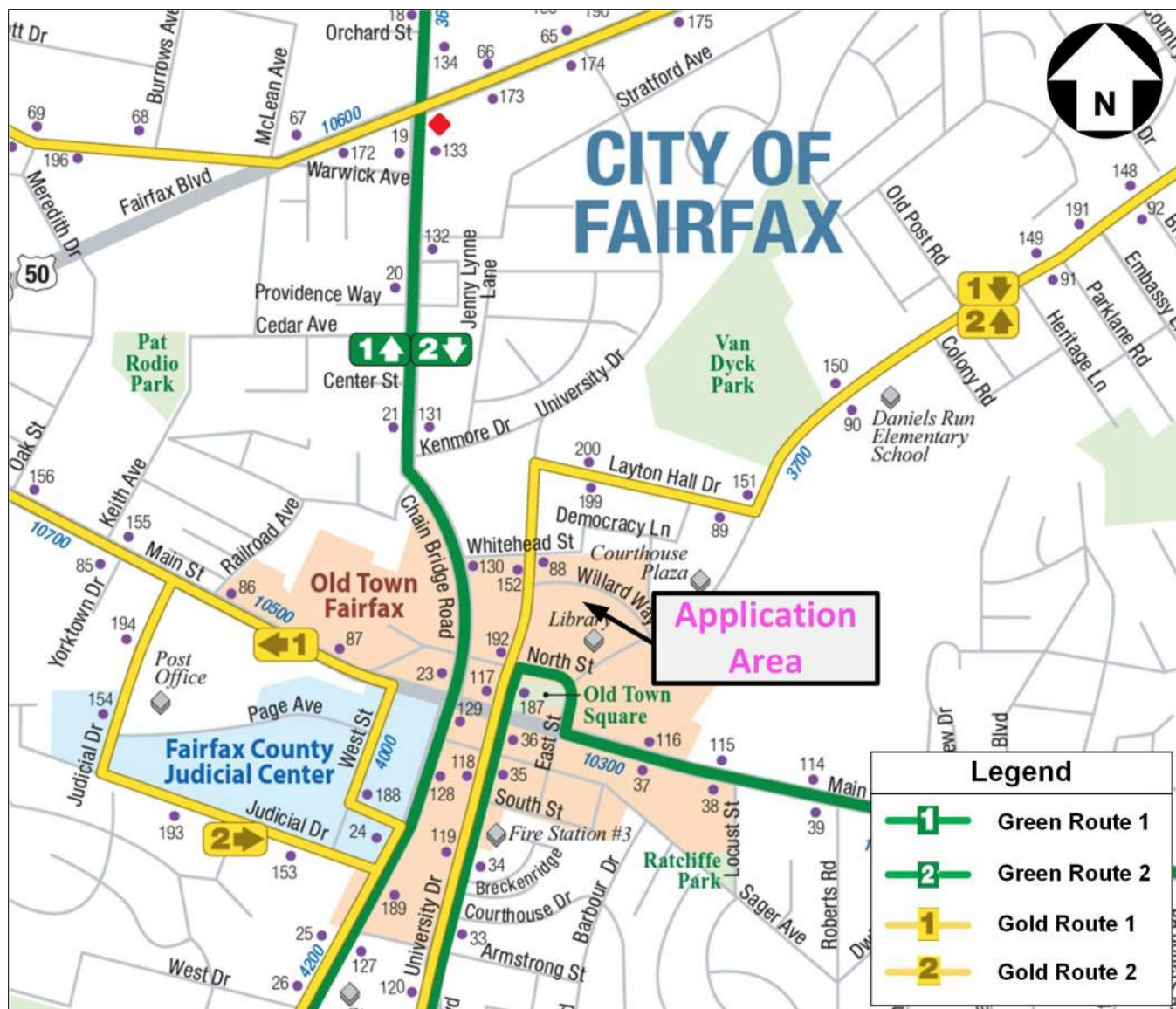


Figure 2: Existing CUE Bus Routes

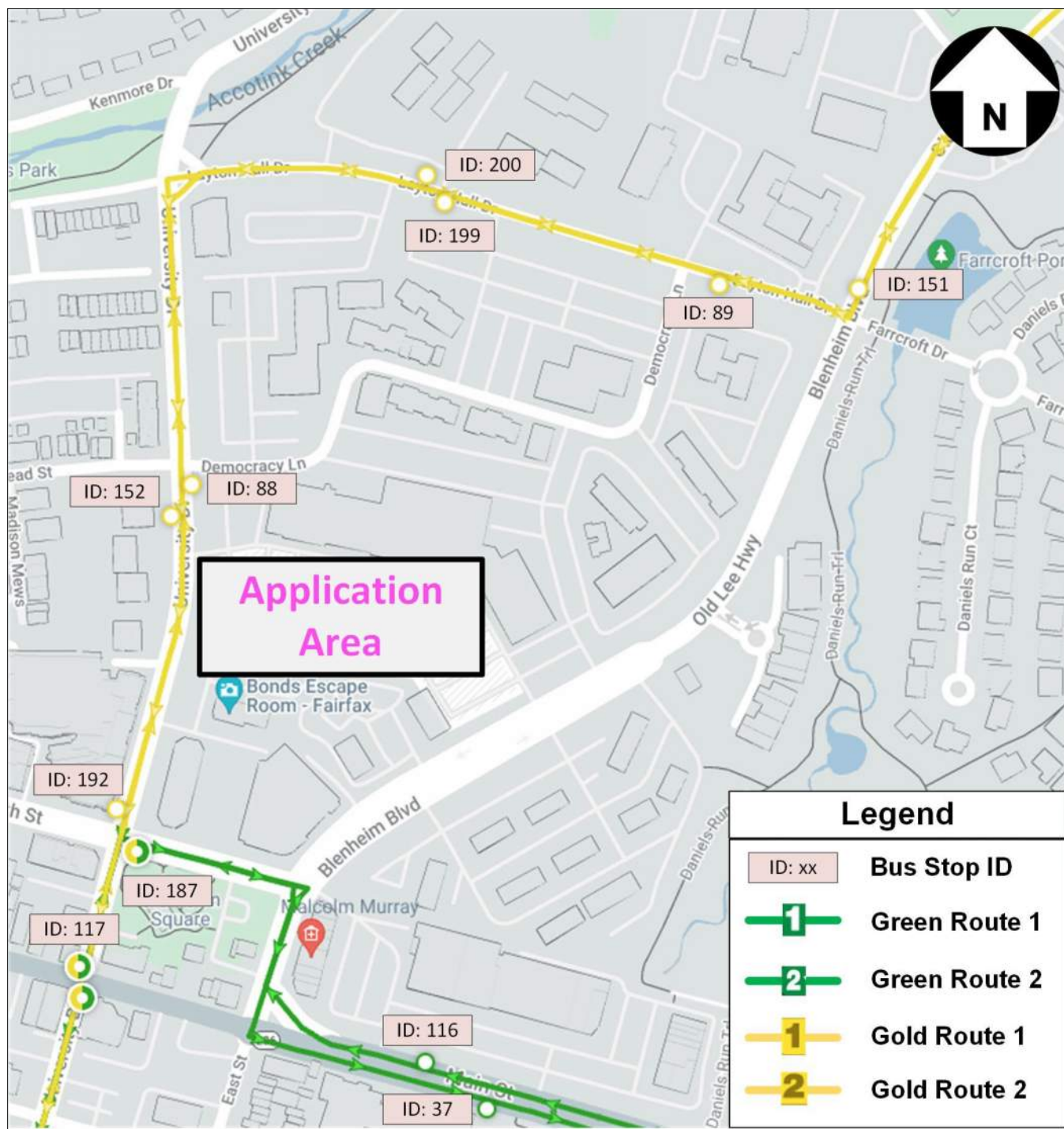


Figure 3: Bus Stops Near Site

2.3 | Existing Bicycle and Pedestrian Facilities

As observed, bicycle facilities currently exist on Layton Hall Drive. Future plans for new bicycle facilities on Blenheim Boulevard from Layton Hall Drive to Ridge Avenue are currently in design phase.

Figure 4 and Figure 5 show the bicycle network and bicycle facilities in the vicinity of the site.

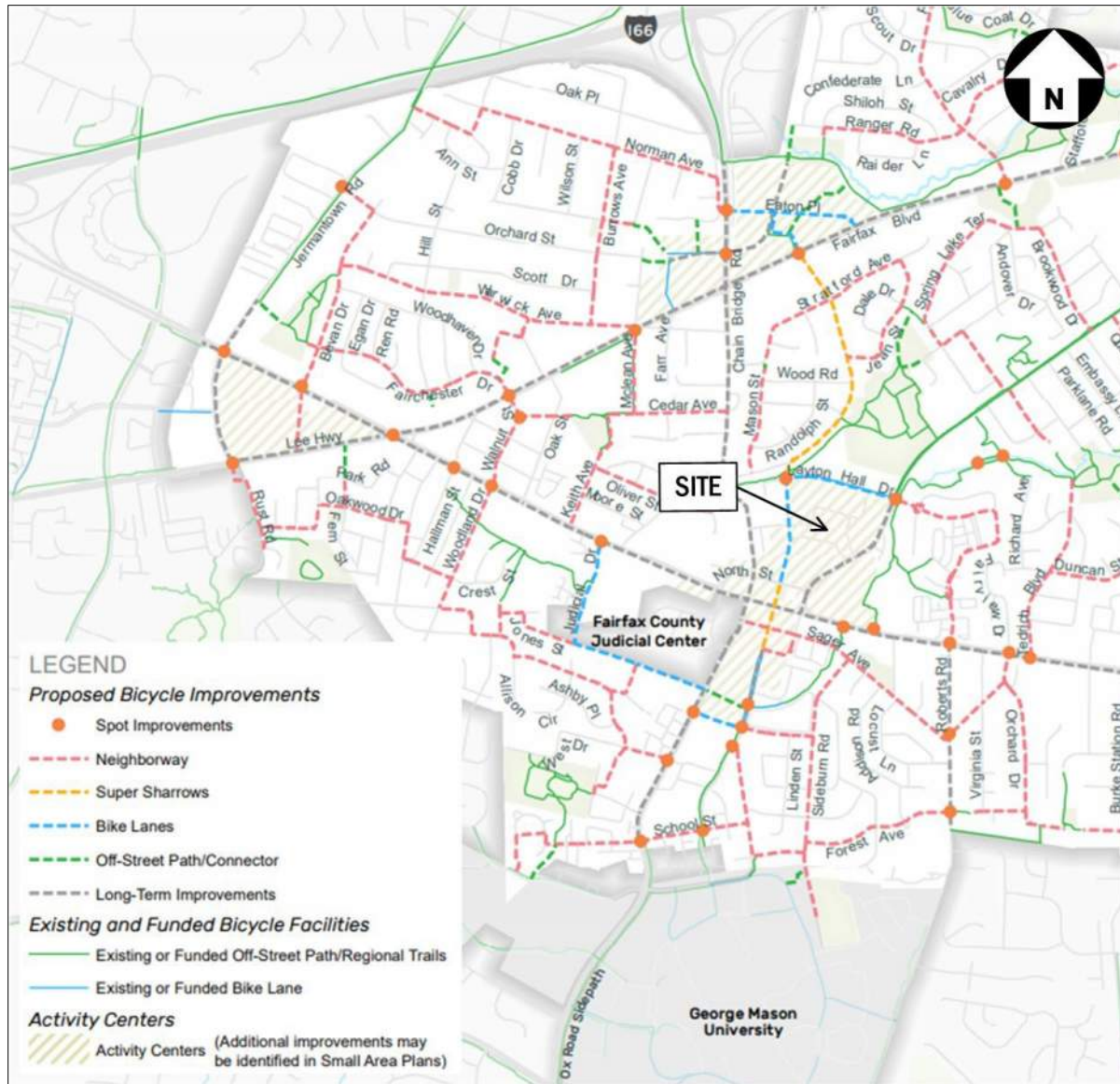


Figure 4: Planned Bicycle Network

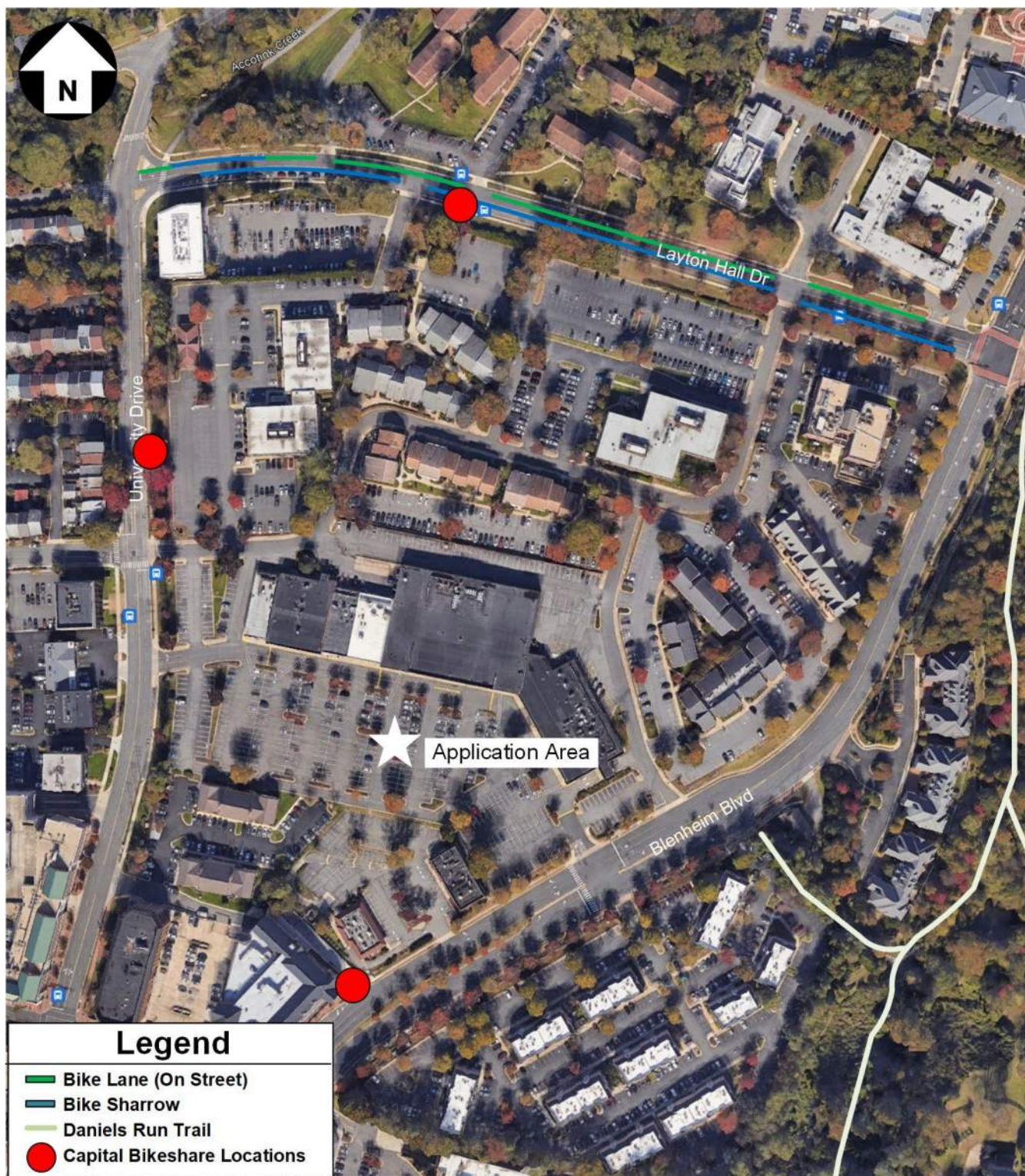


Figure 5: Existing Bicycle Facilities Surrounding the Site

The site location benefits from well-established pedestrian facilities surrounding the site. Sidewalks currently exist at all study intersections, with a minimum width of 5 feet. Sidewalks exist on both sides of the streets on Blenheim Boulevard, University Drive, North Street and Layton Hall Drive. Further pedestrian safety and convenience can be enhanced by the proposed site with

additional pedestrian accommodations surrounding the proposed building. Figure 6 shows the existing pedestrian facilities in the site study area. With the application, additional pedestrian accommodations within the site are proposed.

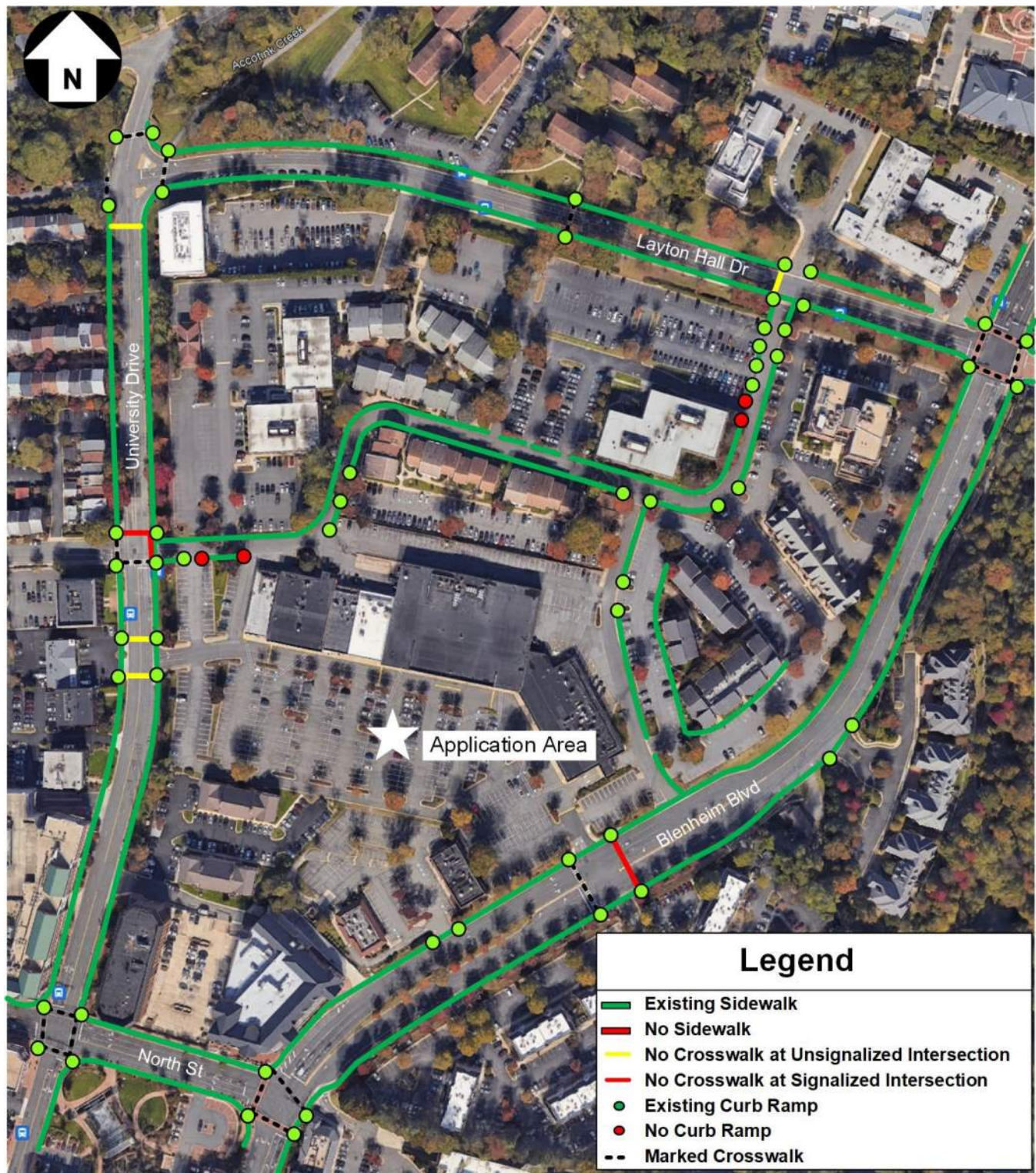


Figure 6: Existing Pedestrian Facilities

2.4 | Existing Regional Programs

In addition to transportation services, several regional programs, benefits, and events are currently in place that the residents can utilize. These external programs include:

- **Commute Assistance**
 - **Commuter Connections Rideshare Program:** This service matches commuters with others who live and work in the same area. (<https://www.commuterconnections.org/commuters/ridesharing/>)
 - **Fairfax Alliance for Better Bicycling:** This organization advocates, educates, and builds public support for better bicycling throughout Fairfax County. They provide cycling resources such as commuter guides, maps, and other education materials. This is a potential resource for non-commuters as well. (<https://fabb-bikes.org/>)
- **Commute Incentives**
 - **Commuter Connections Guaranteed Ride Home (GRH):** This service provides commuters who regularly (twice a week) carpool, vanpool, bike, walk, or take transit to work with a free and reliable ride home when one of life's unexpected emergencies arise. (<https://www.commuterconnections.org/guaranteed-ride-home>)
 - **Monthly Unlimited Pass:** This WMATA program allows users to save on frequent travel within the Metro system. Monthly Unlimited Pass allows users to pay a flat rate for unlimited service on trips that are equal to or less than the amount of the paid segments. (<https://www.wmata.com/fares/Monthly-Pass/>)
 - **VanStart:** This program provides temporary funding for new vanpools in the critical startup phase to fund empty seats. Non-profit vanpool organizations may apply for assistance through this program within three months if certain additional criteria are met. (<https://www.fairfaxcounty.gov/transportation/commuter-services/vanstartvansaveprograms>)
 - **Qualified Bicycle Commuting Reimbursement:** This reimbursement benefits bicycle commuters that are eligible for the Federal Bicycle Benefit of \$20.00 per month. (<https://www.nctr.usf.edu/programs/clearinghouse/commutebenefits/>)
 - **SmartBenefits Program:** Distribution of SmarTrip cards with \$20 preloaded fare and SmartBenefits pre-tax benefits program information to residents upon move in.
- **Non-Commuter Incentives**
 - **Fairfax County Transportation for Older Adults:** This resource provides transportation for older adults, such as disability/paratransit transportation, mature driver safety, and volunteer rides to medical appointments. (<https://www.fairfaxcounty.gov/familyservices/older-adults/transportation-for-older-adults>)
 - **Fairfax Village in the City:** This is a city-supported, volunteer-driven program developed to support Fairfax City residents aged 55 and older, as well as Fairfax City adults with disabilities. Volunteer drivers take members to and from appointments, errands, and social gatherings. (<https://www.fairfaxva.gov/government/human-services/fairfax-village-in-the-city-advisory-board>)
- **Examples of Transportation Events**
 - **Earth Day:** This event promotes the environmental movement worldwide and seeks to promote action for health, sustainability, and climate challenges. People are encouraged to make changes in their daily routine to help alleviate these issues, such as using cleaner and more efficient methods of transportation. (<http://www.earthday.org/>)
 - **National Bike to Work Day:** This event takes place in May every year and serves to encourage bicycling as a method of commuting. May is Bike to Work Month as declared by the League of American Bicyclists. The most popular activity is Bike to Work Day, which takes place on the last day (Friday) of Bike to Work Week. (<http://www.biketoworkmetrodc.org/>)

- **Dump the Pump:** This event is celebrated every June to encourage people to pledge to stop driving their cars and save money on gas ("Dump the Pump") by taking an alternative means to driving. (<https://www.apta.com/news-publications/press-releases/releases/13th-annual-national-dump-the-pump-day-is-thursday-june-21/>)
- **International Car Free Day:** Held every September 22, this worldwide event promotes all alternatives to single occupant vehicle use. Carpooling, transit, bicycling, walking, and teleworking are all encouraged in order to reduce carbon emissions. (<http://carfreemetrodc.org/>)
- Please note that this is not a comprehensive list and other transportation-related events may be available.

3.0 | TDM PROGRAM RECOMMENDATIONS

The strategies recommended for the Courthouse Plaza redevelopment TDM Program are detailed in this section. These strategies are intended to enhance the use of transportation alternatives as opposed to driving alone that may naturally occur.

Fundamentally, TDM strategies reduce and redistribute travel demand by controlling several influences. These influences include financial incentives, providing accurate and accessible information, and time savings. Together, these influences will have a significant impact on the mode of travel used by travelers.

The TDM program recommendations are divided into four (4) sections that cover the following TDM elements:

1. Infrastructure
2. Program Management
3. Incentives
4. Promotion and Marketing

A summary of the TDM strategies is provided in Table 3. It highlights the various strategies that the development is committed to, as well as whether that strategy will be used by residents, non-residents (visitors, etc.), or both.

Table 3: TDM Commitments

Courthouse Plaza TDM Commitment	Benefits	
	Resident	Non-Resident
Designation of an employee as Transportation Management Plan (TMP) Coordinator	✓	✓
Install a transit information display at an appropriate location of the residential building	✓	✓
Display TMP's name and contact information as appropriate including online	✓	✓
Annual events to communicate about transit, target transit marketing, and support bicycle efforts	✓	✓
Web-based resident communication to provide commuting information, including links to external transit websites	✓	✓
Distribution of a SmarTrip card with \$20 preloaded fare and Smart Benefits pre-tax benefits program information to residents upon move in	✓	
Provide marketing materials for ride sharing and emergency transportation options in residential welcome package and displayed in appropriate locations	✓	
Install bicycle racks	✓	✓

3.1 | Infrastructure

Bicycle Accommodations

Bicycle racks will be installed within the site for the use of employees, residents, and visitors. The bicycle racks shall be located to provide convenient access to other portions of the site.

Pedestrian Facilities

Pedestrians will experience increased mobility with the proposed redevelopment of the site due to the proposed street pattern of smaller street blocks. The proposed project intends to provide a robust internal pedestrian network that serves the demand between the residential and retail uses and in addition, provide connectivity to the existing pedestrian infrastructure surrounding the site.

Transportation Information Display(s)

A transportation information display (transit screen) will be installed and maintained at an appropriate location in the residential building. The transportation information display should display area and bike maps, bus and metro schedules, and ridesharing information for residents and non-residents.

Bus Shelter

A bus shelter on University Drive is planned to be added with the development.

3.2 | Program Management

Property-wide TDM Program Management

An employee will be appointed to serve as the Transportation Management Plan (TMP) coordinator. The TMP coordinator will be designated prior to initiation of the leasing period and will function as the primary point of contact with the City of Fairfax with respect to transportation matters for the residential portion of the development. The TMP coordinator will undertake the implementation, coordination, and management of all TDM obligations with respect to the residential portion of the Courthouse redevelopment. This commitment is beneficial for residents and non-residents.

The TMP coordinator will oversee the enforcement and monitoring of the strategies included in the TDM plan. Additionally, the TMP coordinator will work with the designated Courthouse Plaza Development Property Transportation Coordinator (PTC).

3.3 | Incentives

Influencing travel behavior through incentives is the most effective tool in TDM programs. Decreasing the cost of desirable actions through the following programs can be effective:

Metrorail SmarTrip Cards or Capital Bikeshare Membership

Transit subsidy programs may be used by residents on the regional Metrorail/Metrobus and CUE Bus systems. During initial lease up of the project, new residents signing leases will be provided with either a SmarTrip Card with \$20 pre-loaded value or a one month (\$20 value) Capital Bikeshare membership upon move in. This SmartTrip value could be transferred to an existing SmarTrip Card held by the residents. SmarTrip Cards are also the primary payment method for the City's CUE bus.

Emergency Transportation Options

A number of innovative programs have been developed which provide emergency transportation for employees to one's home or child's school, daycare, etc. Programs include a limited taxi/bus fare subsidy, relaxed company vehicle policies, and the free Guaranteed Ride Home service provided by Commuter Connections. The TMP coordinator will provide information on the Guaranteed Ride Home service with other rideshare marketing material and encourage consideration of policies, such as limited fare subsidies.

3.4 | Promotion and Marketing

Active Marketing

The TMP coordinator will serve as the focal point for all commuter transportation initiatives within the Courthouse Plaza redevelopment. The TMP coordinator's name and contact information will be displayed as appropriate including online.

Additionally, the TMP coordinator will establish events at least annually with aid from the designated PTC to provide quarterly resident communications and to conduct targeted transit marketing and other outreach in order to keep transit services at the forefront of the resident environment.

Provide Resources for Alternative Transportation Services

As appropriate, the TMP coordinator will use regular web-based resident communication tools to provide commuting information, linked to external transportation services. Additionally, they can provide links to websites, such as <http://www.commuterconnections.org> . Links to websites for the local transit opportunities, such as Metrorail/Metrobus (<http://www.wmata.com>) and CUE Bus Service (www.fairfaxva.gov/cuebus) will also be provided by the TMP coordinator through the regular communication tools.

Promote Transportation Information Display(s)

A transportation information display (transit screen) will be installed and maintained in an appropriate area of the residential building. In addition to communication from appointed TMP coordinator, the transportation information display should display the following for residents and non-residents:

- Area Map
- Ridesharing Information
- Bike Map
- CUE Bus Map and Schedule
- Metro Rail Map and Schedule

4.0 | PROCESS OF IMPLEMENTATION

The steps for implementation of the TDM program are shown in Table 4 .

Table 4: TDM Strategy

TDM Program Element	Implementation Strategy	Timing
Transportation Management Plan (TMP) Coordinator	Designate an employee of the residential building to implement, coordinate, and manage all TDM obligations with respect to the residential portion of the Courthouse Plaza redevelopment.	Prior to initiation of the leasing period.
TDM Implementation	Install bicycle racks, Distribute SmarTrip cards, install an electronic display for transportation information, events, etc.	Ongoing
Monitoring	Surveys should be conducted by the TPM coordinator to determine the success of the program. The TPM coordinator shall collect car counts and evaluate bicycle parking usage. The survey and other information should be sent to the City.	Conducted biannually starting one year after the issuance of the final occupancy permit.

4.1 | Transportation Management Plan (TMP) Coordinator

The TMP coordinator will undertake the implementation, coordination, and management of all TDM obligations with respect to the residential portion of Courthouse Plaza.

4.2 | TDM Implementation

Implementation of strategies involve putting in place the relevant infrastructure (such as bicycle racks), providing residents with incentives (such as SmarTrip cards) and active marketing (such as installing a display for transportation information, events, etc.)

4.3 | Monitoring

Resident transportation surveys should be conducted on a bi-annual basis with the first survey occurring one year after the final occupancy permit is issued. In addition to the survey, the TMP coordinator will coordinate the collection counts of car and bicycle parking usage and provide such counts along with the transportation surveys to the City of Fairfax.

5.0 | PROGRAM MONITORING

Program monitoring of the site will be implemented in order to ensure performance. The monitoring program will assess whether the implemented TDM strategies meet the desired traffic reductions generated by the site. The TDM program may evolve over time based on the results of the survey.

5.1 | Survey

Surveys are useful in determining commuting patterns, mode split, average commute distance and travel times, resident attitudes, needs, and willingness to switch modes. In order to set objectives and monitor performance, resident transportation surveys should be conducted on a bi-annual basis with the first survey occurring one year after the final occupancy permit is issued. The data is useful in developing successful transportation programs, such as transit subsidies, as well as carpool and vanpool programs.

In addition to the travel survey, the TMP coordinator will coordinate the collection counts of car and bicycle parking usage and provide such counts along with the transportation surveys to the City of Fairfax.