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**Transportation Demand Management Plan for Arlington Public Schools and
Arlington County Department of Parks, Recreation and Cultural Resources
For Yorktown High School and Greenbrier Park
Draft July 21, 2007**

Arlington County Public Schools and Arlington County are committed to work collaboratively with the Yorktown neighborhood to execute this Transportation Demand Management (TDM) Plan for Yorktown High School and Greenbrier Park. The shared parking for the school and park are based on the Memorandum of Understanding between the Schools and the County dated xxxxx, 2007.

This TDM plan addresses school use and county use of the Yorktown High School and Greenbrier Park parking facilities.

TDM strategies address the following users of the site:

- Staff and students at Yorktown High School
- Park users of Greenbrier Park
- Pool users of the Yorktown Pool
- Participants at school or county sponsored events at Yorktown High School or Greenbrier Park
- Other employees, visitors or contractors.

On-Site Parking Locations

For the final parking plan for the combined school/county site, there is a total parking availability of 347 parking spaces to serve school and park users. This parking will be shared between the APS and County based on a ratio outlined and agreed to in a separate Memorandum of Understanding dated XXXX, 2007.

Street Parking

There are approximately 140 spaces located on the public streets adjacent to school and county property without time or zone restrictions. These spaces are located on N. 27th Street, N. Greenbrier Street, N. 28th Street and Yorktown Boulevard.

Parking Management Plan

The Yorktown HS TDM/Parking Coordinator and the Department of Parks, Recreation and Cultural Resources Program Coordinator will meet at least quarterly to review field use and schedules. They will also be responsible for determining and resolving when an event will require special parking attention. They will review the event schedules and determine how to avoid having high traffic volume events on the fields and in the buildings on the same nights. The APS coordinator will coordinate building uses and functions with the DPRCR program coordinator to avoid reaching the parking threshold for events scheduled on the site. The Facility Use Management Team will consist of the TDM Manager, the Director of

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Student Activities for Yorktown, Parks and Recreation Staff, Aquatics Staff and/or the Building Use coordinator for the building.

The Yorktown HS TDM/Parking Coordinator and DPRCR Program Coordinator may employ the following strategies to reduce parking overspill into the neighboring community for school events:

- Participants and guests for APS and County events at Yorktown/Greenbrier will be encouraged to carpool or use alternate modes of transportation.
- Parking segregation may be practiced based on vehicle occupancy or service requirements, subject to not interfering with the parking locations and allocations set forth in the MOU.
- A list of planned threshold events will be published monthly and distributed to the Civic Association.
- APS and the County may employ Parking Management staff assigned to the site to direct traffic and to assure full use of onsite parking resources. A valet service may be employed to provide necessary resources.
- Parking signage directing people to “Event Parking” in the main parking lot, placed at appropriate locations to manage the flow of traffic.
- Parking segregation will focus parking for the best use of resources. Some priorities follow:
 - Respect pool use and reserve sufficient parking as outlined in the MOU to accommodate pool users. Coordinate events to correspond to pool schedules.
 - Respect park use and reserve sufficient parking as outlined in the MOU to accommodate park users.
 - Identify appropriate lot areas on APS property for preferred parking for officials, HOV-3 vehicles and other priority users.
 - Buses should be stationed on the bus loop off of Yorktown Blvd. The bus loop should be closed to other parking until buses are placed.
 - Identify area for oversized vehicle parking in larger parking spaces.
 - Identify a parking plan that is sensitive to the parking needs of each event.
 - Overflow parking will be directed to street parking adjacent to the school on Yorktown Blvd, 28th N. and N Greenbrier.
- Police assigned to the site for the event will be requested to establish presence on neighborhood streets and make occasional checks of persons parking in “zoned” area to determine if the parkers are residents.
- Outside groups that use the Yorktown or Greenbrier facilities will be required to implement the PMP when their use is projected to cause an overspill parking situation.

Parking demand in excess of the available legal on-site and on-street parking will require that a Parking Management Plan be implemented. A Parking Management Plan may be required when projected parking demand is over 487 cars. Based on the participant per car experience above this suggests an event capacity of 974 persons

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based on two persons per vehicle. The number may be adjusted as experience dictates.

Additional TDM Guidelines for Greenbrier Park

- At the beginning of each athletic season, the athletic sports leagues will send their participants information encouraging carpooling or use of alternative means of transportation when practicing or playing games at the Greenbrier Park athletic facilities.
- Bicycle racks will be provided at the entrance to the park for bike users.

Additional TDM Guidelines for Yorktown High School

School Board Policy

Arlington Public Schools recognizes the impact of school facility traffic and parking on the environment and on neighborhoods surrounding the APS facilities. The School Board encourages and supports efforts to reduce traffic and parking demand at its facilities.

Staff Transportation Demand

APS employees are encouraged to use public transportation, carpools, van pools and other alternatives to single occupancy vehicles to come to work. The Superintendent will implement incentives that are practical and feasible to increase use of such alternative modes of transportation.

Student Transportation Demand

Arlington Public Schools provides only a limited number of parking spaces for students at the high schools. Eligible students are encouraged to use APS- provided school buses, others are encouraged to use public transportation or other alternative modes of transportation. The Superintendent will identify and, as resources allow, eliminate barriers to the use of school buses and alternatives to single occupant vehicles. Where practical, the Superintendent will facilitate the use of alternative modes of transportation by providing bike racks, transit stop improvements and walk routes.

Timing

Arlington Public Schools will develop and implement a TDM Program effective _(is this meant to cover full build out or both build out and interim construction?)_____.

Program Structure, Participation and Funding

The program will consist of the provision of services and incentives designed to discourage the use of single occupant automobiles for transportation to and from the site.

The services shall consist of the following:

- Staff and student parking permit issuance.
- Staff transit and vanpool subsidy registration and permitting.

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- Staff carpool registration, ride matching, “Guaranteed Ride Home” and assignment of preferred parking.
- Provision and set-up of transit smart-trip cards for staff participating in the transit subsidy program.
- Issuance and sale of Metro/Art bus tokens for students and staff .
- Registration and enrollment in Walk/Bike/Segway-to-work subsidy program for staff.
- Annual zipcode listings and/or geocoded maps showing home locations of staff and students in order to help identify the most feasible TDM strategies.
- Establishment of a Parking Management Plan for school events projected to generate spillover parking demand on the neighboring streets.

The incentives shall consist of the following subsidies for APS staff:

- IRS compliant transit/vanpool subsidy equal to the avoided cost of providing parking. (Presently \$60 per month)
- Carpool taxable subsidy equal to the avoided cost of 50% of the avoided cost of providing parking for pools of 2 members or pools with members from other area businesses (\$30 each per month) and \$60 per month for each participant in carpool with 3 or more members.
- Bike, Walk, Segway to work taxable subsidy equal to the avoided cost of a parking space. (Presently \$60 per month)

Yorktown High School will appoint a Transportation Demand Management/Parking Coordinator.

The Coordinator will be responsible for the following services

- Issuance of school parking permits
- Registration of participants in parking, carpools and alternative transportation incentive programs
- Assisting employees to identify carpool partners
- Explaining the program to interested staff members
- Forwarding completed applications for incentive programs to the Personnel office
- Assisting prospective carpool participants to find others with whom to share rides
- Responding to neighbors questions concerning the plan and issues at the respective sites
- Coordinating with Arlington Transportation Partners to assure proper registration in the program for transit and van pool participants
- Coordinating with the Department of Parks, Recreation and Cultural Resources Program Coordinator to assure that events scheduled at the facility does not overburden the parking capacity of the site
- Coordinating in-building transportation issues within the facility

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Arlington Transportation Partners will be responsible for registering transit users and van pool participants and will serve as a third party administrator for issuing benefits to the employees and providing proof of payment to Personnel.

The Personnel Office will be responsible for maintaining payroll records sufficient to compensate persons enrolled in incentive programs and arranging for the establishment of taxable and non-tax incentive payments to employees. Employee supervisors will be responsible for the enforcement of employee honesty in completing enrollment forms.

The program will be funded through allocated funds in the APS Budget. Funds may be used to promote the use of alternative forms of transportation, provide incentive subsidies in accordance with the adopted School Board Policy, Policy Implementation Procedure and this plan.

Parking Supply

APS will continue to provide parking to its staff, free of charge. Parking permits will be issued to persons who want the privilege of parking every day. Students and staff parking on the site will be issued parking permits. Cars parked in spaces designated permit parking only will be required to display a valid permit. Cars that do not display a valid permit will be subject to ticketing by the Arlington County Police Department pursuant to § 46.2-1231 of the Virginia Code.

Based on survey results of students driving behavior about 20% of Yorktown students reported that they drove themselves to school. Another 12% reported riding with one of those who drive. The final site plan can accommodate vehicles during the school day without spillover into the restricted parking area. However, some students may legally park in the restricted zone.

According to the Yorktown High School Schematic Design Report planned capacity on the site is sufficient for all but 3-5 football games, the Back-to-School night event and the Homecoming dance, a total of 5-7 times per year. The current capacity on the site may be reached a 4-5 more times per year. If parking demand is expected to exceed the PMP level of supply, APS will provide offsite parking and shuttle services from nearby Williamsburg Middle School.

Daily Parking Demand Management

To assure parking availability will satisfy the daily demand, APS will initiate a Transportation Demand Management Program for APS staff and students on the site. The goal of the TDM program on the site is a reduction of 10% in total parking, or about 35-40 spaces.

Transportation Demand Management for APS Staff

The APS goal is to reduce staff parking demand by about 25 spaces. The staff program is intended to save 15 parking spaces due to the carpool/vanpool/transit incentive programs

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program and 10 parking spaces saved due to persons enrolled in the walk/bike program. This represents a 14% reduction in the staff parking required on the site.

Incentives will be provided to staff using a “Parking Cash-out” model. The cost of providing parking on the site has been valued at \$60 per month. Therefore, \$60 per month will serve as the basis for calculating incentives. Ten month employees are entitled to a benefit of \$50 per month. All employees will receive the benefit monthly through the year.

Car Pool/ Van Pool Incentive

- Preferred reserved parking will be provided on the site.
- Ride matching services are provided through several free services such as Commuterpage.com and iCarpool.com.
- The TDM Coordinator will provide staff visual information concerning staff members who may be willing to carpool. (Dot maps and/or Zipcode lists.)
- The car/vanpool will be issued a specially marked permit and guaranteed a reserved parking place in the preferred parking area.
- Persons electing to participate in carpools and van pools will be informed of the “Guaranteed Ride Home” program to assist with rides home when personal emergencies or emergency work requirements make using the carpool or van pool arrangements impossible.
- Each participant in a car pool or van pool will be entitled to a monetary incentive of \$60 per month for each person in the pool, except 2 person pools which will receive a 50% benefit. The following schedule illustrates the incentive:
 - 2 members = \$30 per person per month
 - 3 or more members = \$60 per person per month
 - 10 month employees = \$50 per person per month
- Persons who participate in a carpool with a non-APS employee and who do not use APS parking facilities are entitled to an incentive of \$60 per month.
- Persons participating in a car pool with other than APS employees who use a parking space will be entitled to a monetary incentive equal to a 2 person carpool and will be entitled to preferred/reserved parking. Non APS employees will be required to register with the TDM coordinator at the site.

Transit

Only one transit route serves Yorktown directly. ART route 52, which connects to the Ballston and East Falls Church Metro stops, runs every half hour past the school. Individual employees who elect to use public transit or vanpools are entitled to receive a pretax subsidy, which may only be used to purchase transit fares or pay vanpool fees actually incurred. These individuals will agree to use transit or vanpools as the sole means of transportation. They will not be issued a parking permit and will be entitled to a payroll subsidy of \$60 per month.

- Metro and metro bus benefits will be issued monthly, on the first of each month to a SmarTrip card provided by APS.

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- ART bus benefits will be issued in the form of metro checks issued monthly.
- Vanpool benefits will be issued based on a qualified voucher program.

Bike/Walk/Segway and Other Alternative Modes

Employees who use a non-motorized means of transportation (ex: walk or bicycle) for their entire work commute more than 50% of their workdays are eligible for a taxable incentive. The individuals will not be issued a parking permit and will agree to maintain a 50% level of participation in the program. The gross amount of this subsidy is \$60 per month. Ten month employees are entitled to 5/6 of the total benefit or \$50 per month.

Reserved Parking

Reserved Parking permits for the site will be provided to individuals who have specified itinerant schedules of work and are required to use their personal vehicle to travel from job assignment to job assignment. Reserved parking will also be available to carpool and van pool participants.

Transportation Demand Management for Students

The TDM plan is intended to achieve a 10% reduction in student parking demand overall, or about 20-30 cars. Upon completion of the parking lot construction, Students will pay for parking at a nominal rate of \$5 per month (\$50 per year) and will be limited to 50 participants. This allows parking on the site to be used to relieve the overspill onto the surrounding streets. Combined with street parking this will provide 190 spaces for students.

APS encourages Yorktown students to make full use of the pupil transportation system, public transportation and alternatives to motorized vehicular transportation. Student parking at high schools is a privilege and not a right. APS recognizes that students, who drive to school without appropriate parking, may use parking resources in the community, which may create inconvenience for residential neighbors. At Yorktown the following additional steps are being taken:

Walk to School

- Walking routes to school have been identified and improved to enable students to walk to school.
- The school will participate in walk/bike to school promotional activities.

Bicycle to School

- APS has installed capacity for 20 or more bicycles on the campus and plans for the installation of additional racks for a total of 90 bicycles to be included in the final Yorktown project.
- APS provides PE training on safe use of bikes.

Ride School Bus

- School bus stops are provided for all students attending Yorktown at a distance of 1.5 miles or more from the school.

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- School bus routes have been established to provide rides home for students who stay after school to participate in activities. The buses leave at 4:45 PM and 6:45 PM. Commencing at the beginning of the school year in 2007, APS will offer a 5:45 late bus run on a pilot basis.

Transit

- As a part of a joint APS/County Teen Transit Initiative a program called “iRide” has been established with student assistance and participation. A kiosk has been designed and installed at Yorktown to provide information for students on the use of transit to get to school and other locations throughout the County. A brochure has been designed as a take-away by students. (See attached)
- As a Part of the Teen Transit Initiative Arlington County has reduced the ART bus fares for students from \$1.25 to \$0.60. Students will be able to purchase ART bus tokens from the TDM coordinator at Yorktown for \$0.50.
- Yorktown is currently served by the following public buses
 - West bound ART bus 52 stops across the street from the school on Yorktown BLVD.
 - East bound ART bus 52 stops in front of the school on Yorktown Blvd.
 - ART has agreed to provide a larger bus during the high ride times around 8:00 AM and 3:00 PM.
 - APS provides a special shuttle bus in the spring that connects with a special 38B route starting at W-L on the Quincy street side to provide transportation to the Yorktown Crew team, which practices at the Georgetown waterfront.

Restricted Parking

At the completion of construction APS will make 50 parking permits available for students to park in restricted parking areas surrounding the school based on the following criteria:

- Students must be senior class members
- Student class schedule must be full
- Student must have valid driver’s license
- Student must have permission from parents
- Student must be in good academic standing
- Student shall demonstrate the need to use a personal vehicle

Construction Parking

During construction of Yorktown High School over the period June 1, 2008 – September 1 2012, contractor parking will be located at _____. The contractor will provide shuttle services at each shift change and at other times during the day to facilitate use of the lot. Contractor staff will be encouraged to carpool, use public transit and other alternate modes of transportation.

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Parking for Faculty, Students, Park and Pool Users During Construction [fill in details of how parking will be managed during the 4 year construction period or have in separate document]

Parking Allocation on the Site

In conjunction with Arlington County, and subject to the approval by the County Manager or his designee, APS shall prepare an area parking plan regarding: taxi passenger loading and unloading; accessible paratransit pick-up, drop-off, access, and passenger waiting area; loading zones for short-term deliveries; bus stops; and on-and off-street parking for residents, employees, and visitors. A schematic drawing depicting an area parking plan for the final completed construction addressing both sides of all streets adjacent to the site is attached. Additionally, this plan will note restrictions as to times that various activities (such as deliveries and parking) are permitted in the respective spaces.

Performance and Monitoring

APS will submit a letter to the County Manager annually describing the Transportation Management Program-related activities of the preceding year.

Two years after the issuance of the first Certificate of Occupancy APS will conduct a transportation performance monitoring study. All data collection for this study will occur on the same day and include average vehicle occupancy, daily vehicle-trips to and from the site, and parking availability by time of day for the site. Modification to the plan may occur from time to time depending on performance.