



TRANSPORTATION DEMAND MANAGEMENT

Our Expertise

We are national leaders in planning and implementation of **Transportation Demand Management (TDM)**. Foursquare ITP's diverse and deep experience in TDM and **managing parking** demand enables us to bring a holistic and unique perspective to all of our work. We have developed and/or implemented TDM and parking plans in **urban, suburban, and rural areas**, as well as **large campuses, major corridors, downtowns** large and small, and at the **regional** level. Our TDM work has focused on a variety of audiences, including **commuters, employers and employees, K-12 school systems, public and multi-family housing residents**, traditionally **disadvantaged communities, community organizations, hotels**, and the **tourism industry**. We currently operate the TDM program, goDCgo, for the District of Columbia and from 2012 to 2022 for the Pentagon (Washington Headquarters Services).

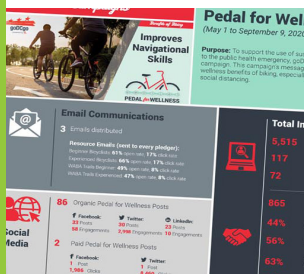
Our Specialties

- TDM program strategic plans
- Regional TDM plans
- TDM program operations
- TDM policy development
- Corridor plans (TDM element)
- Campus plans (TDM element)
- TDM for development policies/ordinances
- Parking analyses and policy development
- Employer Transportation Plans
- Employer Telework and Alternative Work Schedule policy development

"[President & CEO] Lora [Byala] attracts the brightest and most passionate stars onto her team. Every one of them is (and I say this with affection and love) a wonky, geeky but fun transportation professional. They all get it. And they feed off of each other. And when they are in the room they lift the game of your team too. That's what's so cool. They helped us see our organization in a different, more important light. And with that we were able to imagine and do great things as a result. They made us look damn good and professional – because they were!"

Chris Hamilton, Former Bureau Chief,
Arlington County Commuter Services





goDCgo TDM Support

Foursquare ITP leads the team that operates goDCgo, the District Department of Transportation's (DDOT) Transportation Demand Management program. goDCgo provides complimentary transit resources and consulting services to employers, multi-family residential building managers, hotels and lodging providers to ensure the adoption of transportation benefits and amenities. We provide specialized support to employers to help them achieve compliance with the DC Commuter Benefits Law. The program's goal is to increase the use of sustainable transportation modes to reduce the number of single occupant vehicle (SOV) trips and vehicle miles traveled (VMT), thereby decreasing traffic congestion, improving air quality, and creating a better quality of life in the DC area.

Falls Church Shared Parking Analysis

Foursquare ITP examined opportunities and potential agreement frameworks in Falls Church, Virginia for shared downtown parking for City Hall in conjunction with the City Library expansion. We conducted a best practices review to explore the range of municipal policies and a parking survey to identify demand by gauging the hourly use of public and private lots in the vicinity. Our proposed plan included strategies to target locations with diverging peak demand time, develop code language allowing property owners to share parking, install wayfinding signage promoting parking locations, and facilitate stakeholder outreach downtown. Ultimately, we identified several million dollars in savings that could be realized by implementing shared parking downtown instead of constructing a new parking deck.

Atlanta TDM Strategy

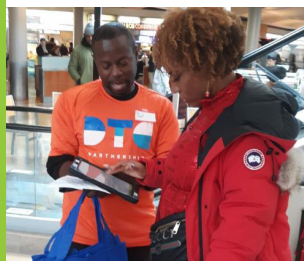
Foursquare ITP developed a comprehensive transportation demand management (TDM) strategy for the City of Atlanta that is focused on local policy enhancements for TDM (e.g., commuter benefits ordinances, TDM requirements for development review), while also including an exploration of programmatic enhancements necessary to implement robust city-wide TDM initiatives that are attainable, enforceable, business-sensitive, and outcomes-based. The City of Atlanta and its partners have worked towards implementing several recommendations since the TDM Strategy was completed in 2019.

Northern Virginia Vanpool Incentive Program

Foursquare ITP conducted a feasibility study and developed a concept and business plan for a vanpool program in Northern Virginia. We worked with key stakeholders to assess the viability of a multi-region vanpool program in the Northern Virginia and Fredericksburg areas, serving largely federal worksites and the Department of Defense. The assessment determined that there was potential for a multi-region vanpool incentive program that would report to the National Transit Database (NTD) and generate federal formula funds for the region. The program was launched and now has 665 enrolled vans and brings in more than \$5 million per year in federal funds.

Downtown Columbia TDM Plan

To achieve the County's vision for Downtown Columbia, the role of travel options other than driving alone needs to be increased. Foursquare ITP is working with the Downtown Columbia Partnership (DTC) and Howard County on a Transportation Demand Management Plan (TDMP) that will outline TDM requirements for future site development in Downtown Columbia. This plan will provide a framework for the development and monitoring of site-specific TDM plans as well as action steps to be taken by the Downtown Columbia Partnership and Howard County to successfully implement TDM at the site-level.



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