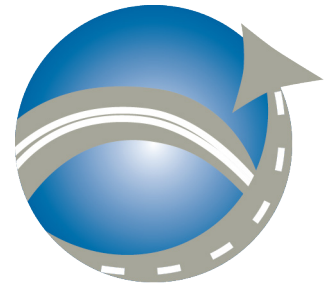


GET TO KNOW THE FORT WASHINGTON OFFICE PARK TDM STUDY



Project Description:

▶ The Transportation Demand Management (TDM) Plan for the Fort Washington Office Park was funded through the Transportation Community Development Initiative (TCDI) grant program administered by the Delaware Valley Regional Planning Commission (DVRPC) and completed by GVF and Wells + Associates.

The TDM Plan recommends strategies that can be implemented to enhance the multi-modal transportation network within the Office Park, as well as, encourage the use of alternative modes of transportation among employees and future residents. The TDM Plan was developed through stakeholder engagement. Through surveys, interviews, a focus group and geo-spatial analysis the TDM Plan was developed for the specific needs of Upper Dublin Township, property owners, employers and employees.

Where to Find the Information:

▶ Information related to the project such as PowerPoints, marketing materials, and reports can currently be found at Upper Dublin's Township website, www.upperdublin.net.

Company Profiles:

DVRPC: The Delaware Valley Regional Planning Commission (DVRPC) is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region. DVRPC works to address key issues including transportation, land use, environmental protection and economic development in its nine-county, two state region.

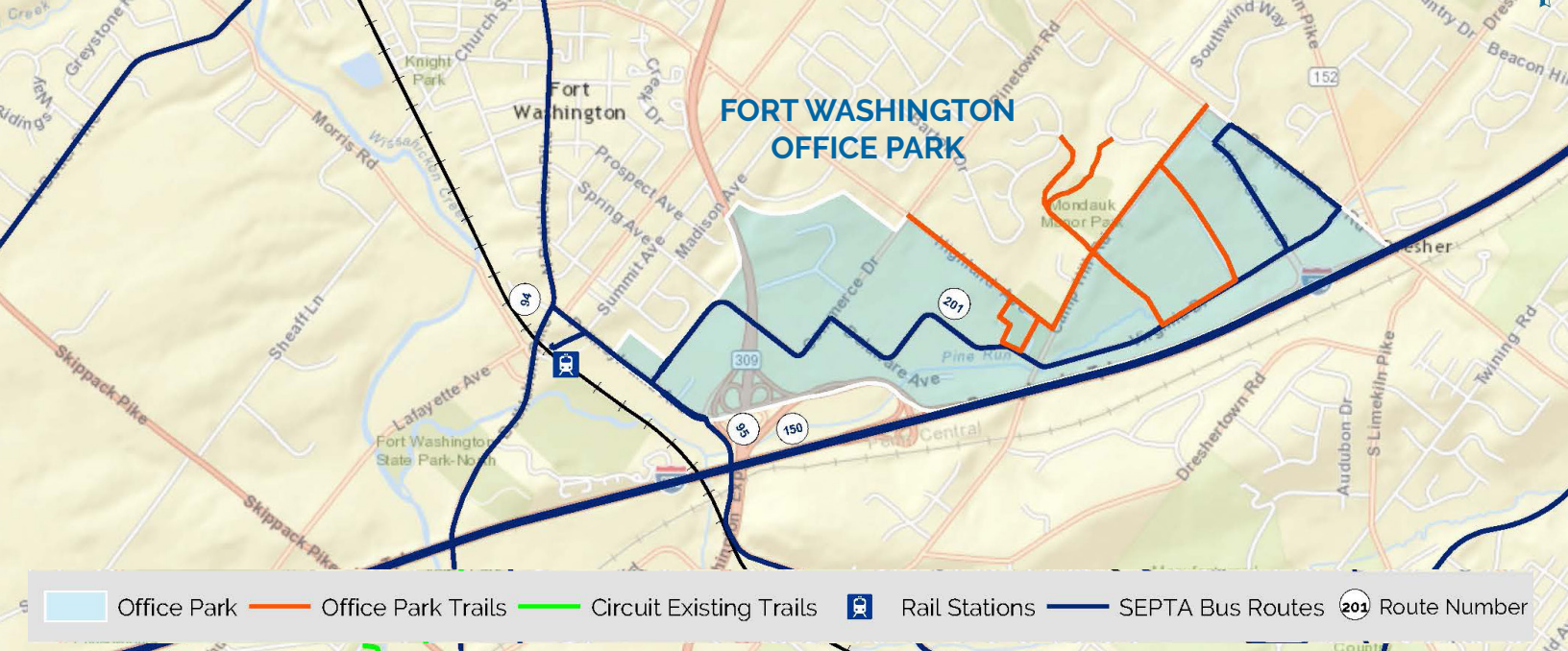
GVF: GVF is a not-for-profit transportation management association created to advocate and promote a viable transportation network for the region's economic vitality.

UDT: Upper Dublin Township is a township of the first class located in Montgomery County, Pennsylvania. The mission of the Township is to work with each other and the community to make Upper Dublin Township the best place to live, work and play.

W+A: Wells + Associates empowers people by improving access and mobility. They keep people moving and improve networks with sustainable Traffic Engineering and Transportation Planning, and leading-edge Transportation Demand Management (TDM) solutions.

Brief Summary of Findings

- ▶ Office Park commuters drive alone at a higher rate than national, state and local levels
- ▶ Nearly 90% of commuters live in Pennsylvania, with 40% of PA commuters living in Montgomery County
- ▶ Commuters typically travel between 30 to 45 minutes to/from the Office Park
- ▶ Carpooling is one of the greatest alternative mode options, with 72% of commuters living within 15 miles of the Office Park
- ▶ 82 SEPTA Regional Rail stations were identified as priority, meaning individuals could travel as fast or faster by train than a vehicle during peak commuter hours
- ▶ 50% of commuters live within one mile of a SEPTA Regional Rail Station
- ▶ Nearly 40% of commuters live within walking distance to a SEPTA bus stop
- ▶ Lack of awareness of alternative modes, preference to their car, time, money, child or adult-care and fluctuating work schedules are the main barriers to alternative modes of transportation



Office Park proximity to major roadways and existing multi-modal network in 2017.

GET TO KNOW YOUR OFFICE PARK

Proximity to Major Roadways:

» The accessibility of the site via major roadways such as the Pennsylvania Turnpike, Interstate 476, Interstate 95, in addition to Pennsylvania Route 309, has made it a strategic location for businesses and commuters who drive to the Office Park. This access allows commuters to come from the western Pennsylvania suburbs, Philadelphia metropolitan area, and even New Jersey coastal areas.

Proximity to Public Transit:

» Fort Washington Office Park is serviced by SEPTA Regional Rail and Bus Lines. SEPTA's Fort Washington Train Station of the Lansdale/ Doylestown Line is within close proximity of the Office Park. Bus Route 201 provides a direct link from the Fort Washington Station to the Office Park for train riders. Additionally, SEPTA bus routes 94 and 95 provide connections to the Fort Washington Train Station providing greater access to the Office Park.

Proximity to Pedestrian and Bicyclist Routes:

» Walking and/or biking is possible within the Office Park; however, due to the lack of infrastructure it can be challenging for some users. Upper Dublin Township is working to enhance connections and safety within the Office Park through the building of the Cross County Trail and Road Diets. Employers can look to provide lighting, bike racks, showers and lockers, and other amenities to encourage walking and biking to their worksite.

Office Park Commuter Population by State	% of Office Park Commuters
Pennsylvania	88.98%
New Jersey	6.14%
Delaware	3.46%
New York	0.96%
Maryland	0.47%

Office Park Commuter Distribution by State

Office Park Commuter Travel Distance to/from Office Park	% of All Commuters	# of Park and Ride Lots within distance from Office Park boundary
within 15 miles	72.1%	10
15 to 30 miles	14.7%	12
30 to 45 miles	2.9%	3
45 to 60 miles	0.5%	2
60 + miles	0.3%	0
NY, NJ, DE, MD	10%	0

Office Park Commuter Opportunity for Carpooling and Vanpooling



WHAT IS TDM?

▶ As defined by The Center for Urban Transportation Research (CUTR), TDM ***“focuses on helping people change their travel behavior-- to meet their travel needs by using different modes, traveling at different times, making fewer trip or shorter trips, or taking different routes.”***

TDM is a comprehensive approach to reducing congestion through a wide range of physical and non-physical strategies. The objective of TDM is to manage travel demand without increasing roadway capacity, or supply. This often involves encouraging alternatives to the single-occupancy vehicle, education, marketing, and technology. In its most basic form, TDM is an effort to alleviate congestion, manage roadway capacity, reduce pollution, and provide more equitable forms of transportation options to all users.

Examples of the Most Effective and Prominent TDM Strategies:

- ▶ Adoption of policies and ordinances at the local, county, and state level that integrate TDM into local planning.
- ▶ Employer based programming and non-trip generating strategies, such as teleworking, and commuter benefits to encourage the use of alternative modes, and enhance employee commuter benefits.
- ▶ Parking management policies and programs that result in more efficient use of parking resources.
- ▶ Pedestrian and bicyclist facilities and infrastructure to support the growing demand for non-SOV modes and mixed-use development.
- ▶ Promotion of alternative modes of transportation such as public transit, walking, biking, carpooling, and vanpooling to raise awareness and positive enforcement.
- ▶ Real-time information that allows commuters to make informed transportation decisions.
- ▶ Sustainable land use practices that meet the current needs of a community while ensuring a long-term potential of available land use resources.



TDM ALTERNATIVES

Offering these TDM alternatives can enhance employee benefits, recruitment, and retention.

Walking:



» Walking is the most affordable option for individuals who live less than a mile away from work. The Office Park is surrounded by residential development that will continue to grow as mixed-use development enters the Office Park. Evaluating and enhancing sidewalks, creating pedestrian-friendly spaces and ensuring safe connections will encourage walking within the Office Park.

Biking:



» Biking can be a viable mode of commuting when safe biking infrastructure, suitable for different level users, is in place. Providing bike-friendly amenities on-site and enhancing bike infrastructure will make biking within the Office Park a more viable mode of transportation. Additionally, sharing information with employees on trails, bike safety, bike law and best practices will further encourage cycling to work. Maps of trails, including planned Cross-County Trail in the Park, is available at www.circuittrails.org.

Vanpooling:



» Vanpooling is when a group of five or more individuals, who live 15 or more miles from their workplace, travel together to work. The vanpool vehicle is typically provided by a third-party vendor with insurance, maintenance, and 24-hour service. Vanpools are one of the most effective means to reducing commuting costs, as the cost of the commute is divided amongst the group. Riders typically save 50 to 75% of the cost of driving alone by vanpooling.

Carpooling:



» Carpooling is when two or more individuals, who live within 15 miles from their workplace, travel together to work. Carpooling can help reduce the cost of traveling by allowing costs to be divided amongst riders. Promoting carpooling among employees will reduce traffic congestion, improve employees relationships and productivity. DVRPC has a free carpool match program, Share-A-Ride, which can be accessed at www.dvrpc.org/sar.

Public Transit:



» Public transit, including bus and train services, reduce travel stress, provide cost savings, and offer an opportunity to work while travelling. The Office Park is serviced by SEPTA Bus Line and is within close proximity to SEPTA's Lansdale/Doylestown Line, Fort Washington Train Station. Offering commuter benefits programs, such as DVRPC's RideEco (www.rideeco.org), might make a difference in inspiring commuters to use public transit through substantial cost savings.

Shuttles:



» Shuttles can provide critical last mile connections to public transit stops during peak hours to encourage the use of train, buses, carpools and vanpools for employee commutes. Shuttles can also be provided during lunch hours to provide employees access to off site amenities where they would otherwise not be able to access those locations without driving.

Work from home:



» Working from home is when an employee can work remotely at a designated space. The company often has guidelines in place for the employee to follow and provides the equipment necessary to complete the job. Working from home is often seen as an employee benefit and allows employee to save time and money on their commute.

Flextime:



» Flextime is when the work schedule is shifted to allow employees to come in and leave during off peak times. For example, an employee maybe able to arrive between 7:00 and 9:00 AM and depart between 3:00 and 5:00 PM. Flextime provides employees an additional benefit, while allowing them to save time on their commute by avoiding traffic.

RESOURCES

WeAreTDM.com:

» Learn about TDM alternatives to driving alone, stay up to date with TDM news, how TDM can impact the future and why it should matter to your organization.

WEARETDM.COM
Transportation Demand Management

WHO WE ARE | WHAT TDM DOES | WHY TDM MATTERS | GET INVOLVED | TDM NEWS

TOP NEWS

CITIES REVIVE AN OLD IDEA TO BECOME MORE PEDESTRIAN-FRIENDLY - GOVERNING

"Pedestrian scooters" surged in popularity half a century ago. Some places are bringing them back.

[READ ARTICLE](#)

LATEST TDM NEWS

MOORE NEWS

Station placement is key to connecting bikeshare to the transportation grid - MobilityLab
July 13, 2017

BMW's X2City electric kick scooter will go on sale later this year - Treehugger
July 13, 2017

Driverless cars: Who's doing what, and how it impacts urban transportation - Curbed
July 13, 2017

GVF

TIRED OF DRIVING?

TRY AN ALTERNATIVE

JOIN US FOR A LUNCH N' LEARN ABOUT COMMUTING OPTIONS AVAILABLE TO YOU!

Information on:

- What is TDM?
- SEPTA
- Carpooling/ Vanpooling
- Emergency Ride Home
- Employers Commuter Benefit Program
- Biking/ Walking

DATE | TIME | LOCATION

GVF:

» A transportation management association servicing southeastern Montgomery and Chester Counties including Upper Dublin Township, GVF works with employers to provide commuter benefits that help retain and attract employees. GVF provides numerous services including data analysis, marketing, shuttle management, and more. To learn more about GVF visit www.gvftma.com.

Share-A-Ride:

» The Share-A-Ride program is a free, computerized service that can match commuters who work in Southeastern PA with convenient transit services or potential carpool or vanpool groups. To submit an application visit www.dvrpc.org/asp/sar or to learn more about the service visit www.dvrpc.org/sar.

Emergency Ride Home Program:

» Provided by DVRPC, the service provides individuals who carpool, vanpool or use transit at least three times (3x) a year a free ride home in an event of emergency. To participate register at www.dvrpc.org/asp/ERH/ or to learn more visit: www.dvrpc.org/MobilityAlternatives/ERH/.

THERE'S NO GOOD TIME FOR AN EMERGENCY...

BUT IF IT HAPPENS WHILE YOU'RE AT WORK, ERH CAN HELP GET YOU WHERE YOU NEED TO GO!

e-mer-gency ride home (erh)
[ih-mur-juh-see rahyd hohm]

—noun | the regional "safety net" for commuters who carpool, vanpool, take transit or bike to work.

SEPTA | DVRPC



SEPTA Regional Rail and Bus Service:

» SEPTA Regional Rail information including schedules, fares, "next to arrive" and more can be found at www.septa.org/service/rail.

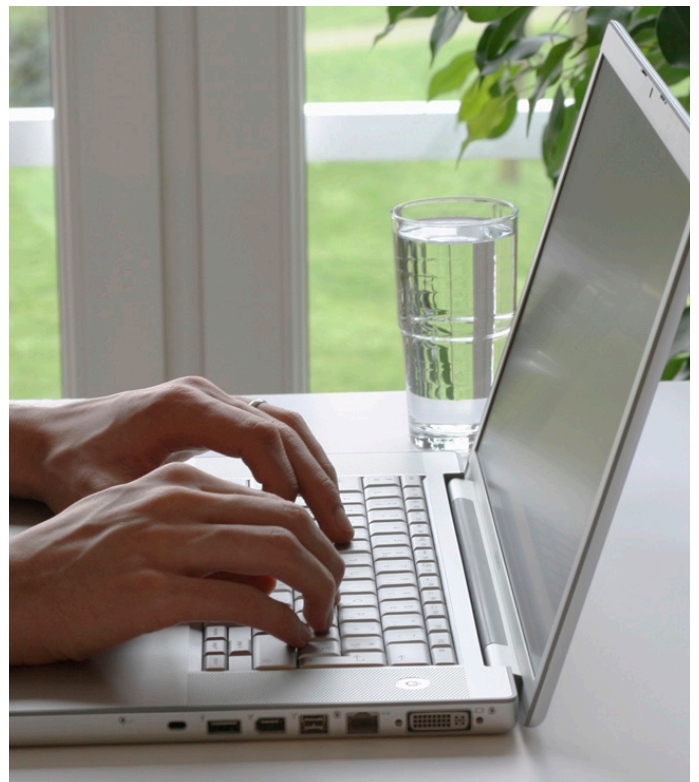
» SEPTA bus service information including, schedules, fares and connecting service can be found at www.septa.org/service/bus.



TDM CHECKLIST

Fill out the checklist below to see how well your company is implementing TDM strategies and providing commuter benefits to employees.

- Our company hosts commuter events, transportation expos and/or transportation lunch and learns at our work site.
- We have installed and/or are maintaining bike racks or other storage for bicycles.
- Our company provides preferential parking for alternative fuel vehicles, vanpoolers and/or carpoolers.
- The office has access to bus stop or train station within .25 miles of worksite.
- We offer a commuter benefit program to employees.
- Our company offers permit alternative work schedules such as flex-time. Flex-time allows individual employees some flexibility in choosing the time, but not the number, of their working hours.
- Our company provides bikeshare on site.
- We place TDM information in new hire packets (information on shuttle services, carpooling, vanpooling, public transit, or commuter benefits/ amenities available through employer etc.)
- We conduct employee surveys on commuting patterns and behaviors.
- Our company partners with third party technology organization to display real-time commuter information, such as transit schedules, next Uber pick-up, bike share.



» Contact GVF for assistance with the implementation of this checklist or additional TDM initiatives. Want to be recognized for your efforts towards TDM? Apply for GVF's Annual TDM Awards!

info@gvftma.com | 610.354.8899