CASE STUDY FROM FAIRFAX, VA

A ULI Playbook to Increase Density + Reduce Parking with TDM
Panelists

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Moderator

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Wells + Associates
Building a Multimodal Future
Market Demand for Less Car Use

52% AMERICANS

63% MILLENNIALS
Responding to Demand
The Challenge: The NIMBY Mindset
The Solution
The Role of Development in that Solution

- Buildings have people
- People generate traffic
- Reducing traffic requires engaging people in those buildings
Engaging Development in that Solution

Communities leverage permitting or rezoning process to require new developments to provide TDM
Making TDM Worthwhile: Increase Revenue

- Increased Density
- Greater Flexibility with Land Uses
- Less Stringent Setbacks
Making TDM Worthwhile: Decrease Costs

1. A more expedient and predictable development process
2. Minimized parking construction costs
3. Reduced need for traffic signals
4. Decreased road capacity enhancements
5. Ability to bring a project to market quicker because of reduced time constructing parking
Where is this happening now?
Example of who is doing it

Fairfax County, VA
Fairfax County

Local Government Perspective

Jeffrey Hermann, AICP
Chief of the Site Analysis Section,
Fairfax County
Fairfax County, VA

- 12 miles west of Washington, D.C.
- 1.1 million residents + 600,000 jobs.
- Primarily suburban with low to medium transit accessibility throughout.
- Pockets of urban areas near Metrorail have high transit accessibility.
Growth + Pressure in Fairfax in Next 10 Years

- Jobs projected to grow by 21%.
- Residents projected to grow by 6%.
- TDM to ensure that growth does not cause traffic congestion.
History of TDM in Fairfax

1980s
• Earliest TDM requirements, were applied somewhat arbitrarily.

Mid-2000s
• TDM requirements increased as higher-density TOD increased.

2009
• TDM requirements increased as TOD increased with extension of Metrorail through Tysons.
• TDM requirements applied in a more deliberate and standardized manner.

2012-13
• Fairfax County worked closely with the development community to develop TDM standards and guidelines that both sides could live with.
County-wide Metrics for Success

- AM & PM Peak Hour Trip Reduction Goals
  - Based on Institute of Transportation Engineers (ITE) Manual
  - Closer to Metro, higher the trip reduction
  - % Range allows site-specific flexibility

<table>
<thead>
<tr>
<th>Development</th>
<th>Non-TOD Locations (More than 1/2 Mile from Station)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/4 Mile from Station</td>
</tr>
<tr>
<td>Office</td>
<td>TDM Goal**</td>
</tr>
<tr>
<td>Residential</td>
<td>TDM Goal</td>
</tr>
</tbody>
</table>
Tysons Metrics for Success

- AM & PM Peak Hour Trip Reduction Goals
  - Closer to Metro, higher the trip reduction
  - Based on total square feet of development built
  - Developers commit to increasing % reduction over time

<table>
<thead>
<tr>
<th>Square Feet of GSA in Tysons</th>
<th>Distance from Metro Station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/8 Mile</td>
</tr>
<tr>
<td>Up to 65,000,000</td>
<td>45%</td>
</tr>
<tr>
<td>65,000,000</td>
<td>50%</td>
</tr>
<tr>
<td>84,000,000</td>
<td>55%</td>
</tr>
<tr>
<td>90,000,000</td>
<td>58%</td>
</tr>
<tr>
<td>96,000,000</td>
<td>60%</td>
</tr>
<tr>
<td>105,000,000</td>
<td>63%</td>
</tr>
<tr>
<td>113,000,000+</td>
<td>65%</td>
</tr>
</tbody>
</table>
## Data Collection

- Preferred reporting structure

### TDM Requirements by Location

<table>
<thead>
<tr>
<th>TDM Components</th>
<th>Tysons</th>
<th>Non-Tysons TOD (Within 1/2 Mile of Metro)</th>
<th>Non-Tysons TOD (Within 1-1/2 Mile of Metro)</th>
<th>All other TDM Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Counts</td>
<td>Annually</td>
<td>Annually until 3 consecutive counts show goal has been met, then biennially</td>
<td>Biennially, unless otherwise requested by FCDOT</td>
<td></td>
</tr>
<tr>
<td>Surveys</td>
<td>Every 3 Years, unless otherwise approved by FCDOT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report</td>
<td>Annually</td>
<td>Annually</td>
<td>Annually</td>
<td>Annually</td>
</tr>
<tr>
<td>End of Applicant Control Period</td>
<td>Post build-out, after 3 consecutive counts show goal has been met</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fairfax County, VA – Government Perspective

Strengths

▪ Flexibility and ability to change over time.
▪ Responsibility on the developer to mitigate its transportation impact.
▪ Tied to the land/continues as site requirements after ownership is transferred.
▪ Goals and standards for monitoring allow impact to be measured over time.
Fairfax County, VA – Government Perspective

Opportunities

- Revisit TDM guidelines to provide more direction and clarity.
- Improve system for tracking project monitoring.
Fairfax County, VA – Government Perspective

Aspirations

- Developers shift their attitude toward TDM from something they must do to something they want to do.
- Developer participation beyond their requirements.
- TDM strategies that were once a challenge become routine.
- TDM Proffers become unnecessary in parts of the County that are decidedly urban.
Fairfax County, VA – Government Perspective

Results

- Development levels has increased, but traffic congestion has not increased as a result.
- No use of TDM remedy or penalty fund.
- Developments proffered under the pre-2013 proffers have begun to submit amendments to join the new policy.
- All developer-led programs currently achieving their proffered trip reductions.
Fairfax County

Developer’s Perspective

Rebecca Snyder
Senior Vice President, Residential Asset Strategy
Fairfax County, VA – Developer Perspective

Strengths

- Incentives to achieve a standardized metric
  - Things they want (density)
  - Things they want to avoid (financial penalties)
- Flexibility to implement what makes sense for tenants.
- Amenities and improved traffic makes their building more appealing.
Fairfax County, VA – Developer Perspective

Opportunities

▪ Make language of TDM conditions more concise, simple, and clear.
▪ Minimize detail required in TDM plan documents until tenant demographics are more certain.
▪ Make clear exactly when TDM commitments would end.
Fairfax County, VA – Developer Perspective

Opportunities

▪ Promote Fairfax County’s TDM strategy guidelines and best practices.
▪ Update guidelines annually with new successful TDM strategies implemented and reported on as part of annual reports.
▪ Garner greater economies of scale by working in coordination with other properties through TMA.
Fairfax County, VA – Developer Perspective

Aspirations

- Less traffic congestion
- More pedestrian-friendly
- Enhanced multimodal transportation choices and connectivity
- People choose to drive a car only when needed
- Sustained attraction + retention of businesses + residents
Fairfax County, VA – Developer Perspective

Results

- TDM program at their site has a ROI and is achieving results
- Public acceptance that TDM and high-density development reduce traffic
## Transportation Costs Directly Impact What People Can Spend on Housing

<table>
<thead>
<tr>
<th>Monthly Cost</th>
<th>Drive</th>
<th>Metro</th>
<th>Walk / Bike</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>$1,700</td>
<td>$1,700</td>
<td>$1,700</td>
</tr>
<tr>
<td>Utilities</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Total Housing Cost</td>
<td>$1,800</td>
<td>$1,800</td>
<td>$1,800</td>
</tr>
<tr>
<td>Car Ownership Cost (1)</td>
<td>$737</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Parking Cost</td>
<td>$50</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Transit Cost</td>
<td>$0</td>
<td>$300</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Housing &amp; Transportation Cost</strong></td>
<td>$2,587</td>
<td>$2,100</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

(1) Per AAA, the average cost to own and operate a new vehicle in 2018 is $8,849 per year.
The Shelby

- Located in Alexandria, Virginia (Fairfax County)
- 240 Apartments
- Completed Fall 2014 / 4 Years From Entitlement To Completion
Distance to Metro: ½ Mile
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TDM Measurements Required to Achieve Project Approval

1. TOD Resident Targeted Marketing
2. Transit Collateral Material Display
3. Transit Incentives
4. Complimentary Wi-Fi
5. Resident Surveys & Traffic Counts
“It’s all about the people dummy”
Custom Public Bike Racks

Secure Bike Parking

2 Bike FixIt Stations
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Onsite

Online
Location Map Handcrafted By a Local Artisan
Success Depends on Buy-In from the Onsite Management Team
FROM THE SHELBY, YOU CAN:

Walk it: Less than a half mile to The Huntington Metro
- 2 Metro stops/3 minutes to Amtrak Train Station in Historic Old Town
- 4 Metro stops/10 minutes to Reagan National Airport
- 6 Metro stops / 12 minutes to Pentagon City
- 8 Metro stops/20 minutes to Downtown DC

Run it: 2 miles to the Potomac River and Mt. Vernon Trail

Bike it: 3 miles to Historic Old Town Alexandria

Boat it: 5 mile ferry ride to National Harbor

Drive it: 8 miles to Fort Belvoir

Bus it: 9 miles to the Pentagon
#RideTheYellowLine

- Week Long Sweepstakes
- Grand Prize: $500 Metro SmarTrip Card
- 4 Mini-Sweepstakes Highlighting Individual Stops & Attractions Along the Yellow Line

#TheShelbyDiet

- Month Long Sweepstakes
- Daily Challenges Oriented Around TDM
- Weekly Prizes
- 3 Grand Prize Winners Based on Highest # of Points Achieved
The Results 11 Months Later…

- 13% of Residents Take Transit to Work
- 3% of Residents Walk to Work
- 1% of Residents Carpool to Work
- Extensive Social Media Following Centered Around Transit & Accessibility
- Attracting Value-Driven, Transit Oriented Customers
- Achieved Lease-up in 10 Months
Steps for Establishing a TDM Policy in Your Community
STEP 1: Understand How the TDM Policy Fits into the Planning Fabric of the Community
STEP 2: Identify Where the TDM Policy Should Apply
STEP 3:

Determine the Types of Developments that Should Comply with the TDM Policy
STEP 4:
Select an Appropriate Metric to Quantify Site-Based Success
STEP 5:
Set the Appropriate Goal to Quantify Site-Based Success
STEP 6: Establish How the TDM Policy Will Be Monitored
STEP 7:

Determine Appropriate TDM Strategies for Properties Affected by the TDM Policy
STEP 8: Determine Whether a TDM Plan is Required
STEP 9:
Decide on an Enforcement Mechanism to Ensure TDM Policy Compliance
Steps for Establishing a TDM Policy in Your Community
Building a Multimodal Future
Steps for Establishing a TDM Policy in Your Community
TDM Policy + Local Developer Resources

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