

Best Practices for Transportation Demand Management - Washington University Medical Center

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Part I – Introduction

TRANSPORTATION DEMAND MANAGEMENT INTRODUCTION

The Washington University Medical Center (WUMC) offers its community multiple transportation options to, from and on campus. Currently, forty-seven percent of the School of Medicine community use transportation other than single-occupancy vehicles. WUMC has a suite of activities to maintain or expand that rate and ensure the Medical Center community is satisfied with the quality and safety of campus transportation options.

There are city and county-wide security challenges that inhibit the alternative transportation goals of the campus. WUMC advocates for changing the system so only paid riders can board trains. While still an honor system, WUMC will work with its campus community to educate users on personal safety and resources available.

BACKGROUND

In 2015, the WUMC Roundtable commissioned a comprehensive traffic and mobility study to assess short, mid and long-term growth projections across the district. Recommendations included a plan for a comprehensive street network, transportation, and demand management policies to increase alternative mode use and a schedule for revisiting progress in the future.

In 2017, the Transportation and Parking Committee was established to study parking functionality and capacity, vehicular circulation and impact to adjacent streets, pedestrian and bicycle circulation, safety measures, landscaping features, stormwater requirements,

planning-level utility needs, and cost impact. The committee calculated the excess street/traffic capacity that will occur on the campus through 2027.

In 2019, the 2015 Mobility Study completed a study update, and the results validated all mobility findings in 2015.

Washington University School of Medicine (WUSM)

Part II - Transportation Demand Management Efforts

BICYCLES AND SUPPORT SHOWER FACILITIES

In the previous three years, campus bicycle parking spaces have been increased by nearly two thirds to 477 spaces. Ninety percent of these are well-used during the workweek. Nine campus buildings have shower and locker facilities for cyclists to utilize, and the campus has set a standard for shower facilities and bicycle storage in all new facilities on campus.

ELECTRIC VEHICLES

The School of Medicine works hard to optimize electric vehicle charging capacity as demand requires and infrastructure allows. We will continue to educate community members on fuel-efficiency and electric vehicle options.

There is currently twenty-two electric vehicle charging stations in the Clayton Garage and two charging stations in the Metro Garage. As we plan for future garage builds, we make sure to add electric vehicle parking options into the design process.

CAR POOLS

WUSM encourages car sharing, van, and carpool use. Registered carpoolers are issued garage specific access cards or lot specific permits when registered for carpooling and are automatically signed up for the Ridefinders' Guaranteed Ride Home Program.

The Ridefinders' Guaranteed Ride Home program pays for 100% up to \$125 of a carpoolers cab ride home in case of an emergency. Carpoolers can use this program for unscheduled

overtime, sudden illness or emergency, early daycare/school/work release, or unanticipated absence of driver or vehicle.

The School of Medicine will make efforts to communicate to its community about the availability and advantages of these programs.

ENTERPRISE CARSHARE

Washington University partners with Car Share, the car-sharing program from Enterprise Rent-A-Car, to bring the convenience of car-sharing to the University community.

Car sharing is when members of a community share a fleet of vehicles. In the Washington University Car Share program, members may rent vehicles by the hour from many dedicated spaces across campus. Car Share vehicles are located at the 4510 McKinley Lot (Lot F) on the Medical Campus. Every member of the WashU community over the age of 18 is eligible to apply for Car Share membership.

The university is currently exploring additional ridesharing opportunities.

METRO PASSES

In conjunction with Metro St. Louis, the region's public transportation agency, the U-Pass program provides Metro passes for full-time students, benefits-eligible faculty and staff, and full-time employees of basic service contractors to unlimited access to the St. Louis metropolitan region on public transit. The U-Pass is valid on the MetroLink light-rail system, Call-A-Ride Paratransit service, and Metro buses. Three bus routes are specifically designed to connect the WashU community with nearby residential and shopping areas. Faculty, staff, and students who use the U-Pass as the primary mode of transportation to and from campus may enroll in the Occasional Parking Program. Annually, WUSM distributes approximately 8,000 U-Passes.

SHOWERS & LOCKER ROOM PROGRAM

Alternative transportation commuters on campus also have unlimited access to the Shower & Locker Room Program. The program aims to support individuals who need to use a shower

facility after commuting to work, whether they use public transportation, ride their bicycle, or walk to campus. There are currently nine buildings included in the Shower Program, all of which have dedicated shower facilities for employees to use: Clinical Science Research Building, McDonnell Pediatrics Research Building, Biotechnology Center, Couch Biomedical Research Building, 4444 Forest Park, Spencer T. Olin Residence Hall, Mid Campus Center, Northwest Tower, and Taylor Avenue Building.

The purpose of this program is to actively manage these shower spaces to ensure staff, faculty, and student access and satisfaction. Many of the spaces will be under badge access, so only registered program users and other employees can gain entry. To register for the shower/locker room program, you can fill out the form [here](#). If you have any questions or comments, you can contact the Shower Program Coordinator, [Alicia Hubert](#).

PILOT STIPEND INCENTIVE

We are currently in the planning process for a spring 2021 pilot, which will establish a sustainability stipend incentive for individuals who currently pay for parking and who park in one of the three school employee garages. This pilot will offer those employees who forfeit their permits and commit to the use of an alternative mode of transportation a monthly stipend for \$100 for an initial period of twelve months during the pilot study year. This amount will be rolled into the base pay of participants and will remain as long as they remain a sustainable commuter (non-parker). This pilot will initially run for twelve months. This incentive is to promote our sustainability goals and reduce the number of single-occupancy vehicles on campus.

NEIGHBORHOOD SHUTTLES

WUSM operates and finances an after-hours shuttle service for the neighborhoods adjacent to campus. We regularly assess the use, appeal, and cost of this program to optimize it.

To facilitate community members' safe and secure evening travels to residences near the Washington University School of Medicine, the Operations & Facilities Management Department offers the Afterhours Neighborhood Shuttle Program (ANSP). The ANSP is being

managed by WUSM Protective Services and serves WUSM community members 5:00 p.m. to 12:30 a.m. each Monday through Friday evening/night.

ANSP shuttles depart from Olin Circle and also from the 4444 Forest Park Avenue Building approximately every 30 minutes beginning at 5:00 p.m. with the last shuttle leaving at 12:30 a.m.

Washington University students, employees, postdocs, and BJH residents are all eligible to enjoy this service. Neighborhoods served by the program include the Central West End, Forest Park Southeast/The Grove, DeBaliviere Place, Skinker DeBaliviere, Kings Oak, and Cheltenham.

REMOTE & DISCOUNTED OFF-CAMPUS PARKING

Starting October 1, 2019, a new remote surface parking lot opened at 1234 S. Kingshighway. The Operations & Facilities Management Department is currently offering this remote parking option free of charge to current WUSM parkers. This parking option has a shuttle service running from 5 a.m. – 7 p.m. Monday through Friday from the Kingshighway parking lot to the Mid Campus Center (MCC) bus depot.

TELECOMMUTING

While in general, the University believes that patients, students, and constituents work best when Washington University employees are physically at work, it also recognizes flexible work arrangements such as [telecommuting](#) can be an important part of meeting departmental and university needs. Any such formal arrangement must be defined in writing before the start of the assignment and signed by the employee and the department.

SMARKING

WUSM is in the process of implementing a new parking demand management system, Smarking. Smarking will provide detailed parking analytics and real-time reports to help better manage parking throughout the district. This software will automate the processes associated with day-to-day operations and will be able to view key statistics in real-time spending less time conducting manual space counts.

Part III – Washington University School of Medicine Sustainability & Education

SUSTAINABILITY

Reducing the number of single-occupancy vehicles traveling to and from campus also serves the purpose of reducing our cumulative greenhouse gas emissions, improving local air quality, and limiting the impacts on our environment. By promoting and educating about alternative transportation, the OFMD Sustainability Coordinator is actively pursuing the WUSM [sustainable](#) transportation goals, which are in alignment with the goals of the Transportation & Parking Committee.

To promote safe bicycle commuting, the Sustainability Coordinator arranges at least four free bike tune-up events for WUMC community members each year, funded by OFMD. The events take place in Hope Plaza, and an outside vendor provides free bike tune-ups and minor repairs for 25 bikes during the 3-hour time frame. During 2019, 5 bike tune-ups were held, totaling 125 individual bike tune-ups.

Occasional educational opportunities provide information to WUMC faculty, staff, and students about alternative transportation options. In September 2019, OFMD hosted a two-tiered event focused on electric vehicles – a seminar about the current technology and a test drive event. With ongoing electrical grid improvements in the St. Louis region, electric vehicles continue to be the cleaner transportation choice compared to traditional combustion engine cars.

Small behavior changes are recommended and include: using the metro or shuttle systems to travel between campuses during the workday, switching your workday, so commuting takes place during non-peak hours and using active modes of transportation at any time it is convenient.

Part IV – Washington University School of Medicine Transportation & Parking Future Plans

4370 Duncan Research Building Parking

The 4370 Duncan Research building will also have an attached parking garage to serve WUSM's building occupants. This garage will feature Electric Vehicle charging stations, unreserved, and ADA parking options. After its opening, this will add over 1,400 net new parking spaces to the campus inventory. (Scheduled for fall 2023 opening).

Barnes-Jewish Hospital (BJH) Transportation Demand Management Efforts

METRO PASSES

Offered to BJC, BJH, and St. Louis Children's Hospital (SLCH) employees on campus, the Metro pass program has two different levels. The first level is a reduced fare Metro pass program sold to any BJC employee on campus at a reduced rate. This program is partially subsidized by the hospital.

The second level is a full subsidized Metro pass program and has been in existence for a year and a half. In this program, BJC employees who earn an hourly income that falls below a certain threshold have the opportunity to receive a free Metro pass in exchange for giving up their assigned parking space on campus.

Between these two programs, BJC is assisting over 1000 employees per month with obtaining public transportation at a reduced or free rate.

ELECTRIC VEHICLES

BJC offers charging stations for electric vehicles in the Laclede Garage and on the BJC Commons surface parking lot available to BJC employees.

Cortex Innovation Community Transportation Demand Management Efforts

Properties within the 200-acre Cortex Redevelopment Area are owned or leased by Cortex, private development partners, institutional partners, and private owners. As part of the powers granted by the City of St. Louis under the Chapter 353 Redevelopment Agreement, Cortex has permit authority overall developments within the 200-acre boundaries except for health and safety permits. As such, Cortex works closely with all development partners working in the district to ensure maximum participation in Cortex's Transportation Demand Management Initiatives.

BICYCLES AND SHOWER FACILITIES

Developers within the Cortex Innovation Community are required to provide bike rack facilities for tenants as part of any development or redevelopment project. Certain buildings include shower facilities for tenants. All buildings owned by Cortex include shower facilities.

METROLINK

Cortex was part of a team that obtained a \$10M federal TIGER grant to construct an infill transit station along the existing Metrolink line. Cortex provided the \$3M local match along with a \$200k each provided by Washington University and BJC to supplement station operations. Ridership at the Cortex station comes from the district, visitors, and the surrounding neighborhood. Also, Great Rivers Greenway contributed \$500,000 to the design and construction of a trail segment between Boyle Ave. and S. Sarah St. which connects the Cortex Metro Station with the surrounding sidewalks encouraging pedestrian use. This connection also serves as the first built segment of Chouteau Greenway, a vital piece of bicycle and pedestrian infrastructure being constructed between Forest Park and the Arch.

METRO PASSES

Cortex benefits from the number of Washington University employees working in the district that take part in the Washington University U-Pass program.

CORTEX SHUTTLE

Cortex will begin operating a shuttle service on a loop through the district to connect tenants with all parking lots located in Cortex.

SMARKING IMPLEMENTATION

Cortex will begin using the Smarking system to maximize the use of existing parking assets. Smarking will provide detailed parking analytics to help decision-makers understand the demand for parking in the district based on actual parking usage as opposed to the number of parking passes included within a tenant's lease or sold outside of a lease. Smarking will allow Cortex to 'right-size' the amount of parking in the district and not overbuild.