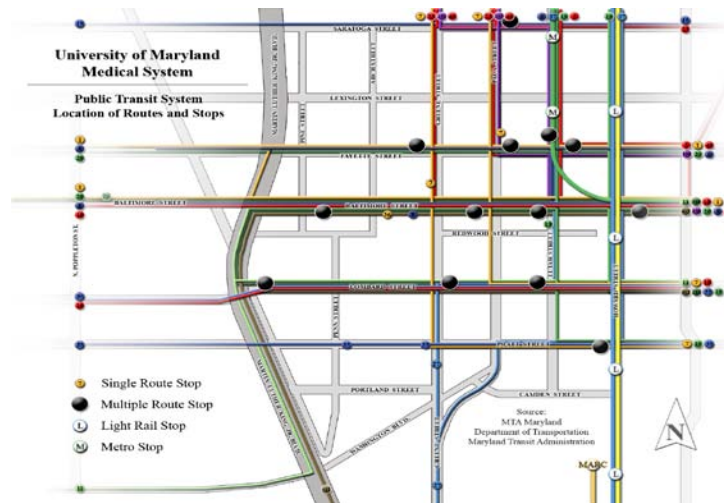


# University of Maryland Medical System Transit Inventory and TDM Plan

Baltimore, Maryland



**Type:** Transit Inventory and TDM Plan

**Project Name:** University of Maryland Medical System TDM Plan

**City:** Baltimore

**State:** Maryland

**Client:** University of Maryland Medical System

**Features:** As part of a larger parking study for the University of Maryland Medical System, DESMAN prepared an inventory of transit options that traverse through and into the UMMS campus. The purpose of this Public Transit Information Handbook (submitted separately from the original report) was to assist in the recommended transportation demand management (TDM) strategies aimed at encouraging UMMS employees to use public transit, carpool, or bike to work.

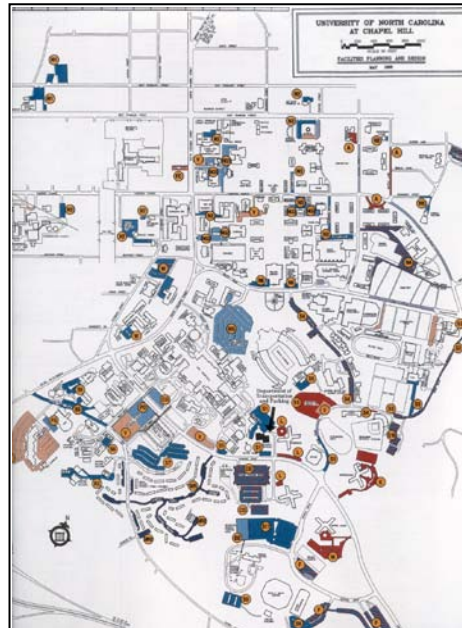
**Description:** DESMAN compiled various transit information such as Metro, light rail, bus routes, schedules, stops/stations, and fees aimed to inform potential users who frequently visit the UMMS downtown campus of their transit options and opportunities. The goal of this package was to initiate a TDM program, where combined with other incentives, the Medical System could begin to improve the parking behavior associated with its employees.

DESMAN recommended that UMMS must develop their own on-site Transportation Demand Management (TDM) program targeting their employees and providing convenience of services. The distribution of information on existing public transportation opportunities are a key to an effective TDM program. For this reason, an inventory of all transit options that traverse through and into the UMMS campus was completed and compiled in a Public Transit Information Handbook. Recommended TDM initiatives can be grouped in three primary categories; mass transportation, ridesharing and policy strategies. Mass transit initiatives typically provide financial incentives for people to utilize mass transit. Rideshare services can range from bulletin boards on the low end of technology to more sophisticated computerized ride matching services on the high end of technology. Policy strategies include compressed workweeks, flex schedules, and telecommuting.

**THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL  
TRANSIT AND PARKING STUDY**

Department of Public Safety - Traffic and Parking Services

Chapel Hill, North Carolina



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**Type:** Transit and Parking Study

**Project Name:** The University of North Carolina at Chapel Hill Transit and Parking Study

**City:** Chapel Hill

**State:** North Carolina

**Client:** University of North Carolina at Chapel Hill

**Features:** DESMAN determined the cost of supporting the parking system at the University of North Carolina Chapel Hill as part of an effort to determine what programs can be implemented to help reduce the overall parking demand.

**Description:** Working in conjunction with Parsons Brinckerhoff, DESMAN Associates completed a systems audit of the University's parking program as part of an effort to determine the best strategy to help reduce vehicle trips and parking demand using financially effective Transportation Demand Management (TDM) strategies. DESMAN educated the Task Force on the costs of providing central and off-campus parking spaces and the revenue which the University collects to meet those expenses. The Task Force discovered that the permit and fine revenues do not adequately meet parking's financial requirements. Further impacting the parking system's financial pro forma was the requirement that the operating costs for the transit system must be partially subsidized by parking.

Given the desire to end the expansion of parking on the Main Campus, the Task Force wished to explore the costs and benefits of improving the on- and off-campus shuttle system. It was determined that improved shuttle service can increase the utilization of off-campus satellite parking facilities and thereby reduce the demand for Central Campus parking. It was also recommended that the price of a parking permit must increase in stages in the next 5 years. By increasing the Central Campus permit price the University hoped to improve the attractiveness of the free satellite lots and provide the additional revenue necessary to improve the transit service. By increasing the parking rates on campus and improving the off-campus shuttle system the campus could effectively support their parking and transportation demand and remain financially solvent.

## WVU Parking, Circulation and TDM Plan

Morgantown, WV



**Type:** Parking, Circulation and TDM Plan

**Project Name:** WVU Parking, Circulation and TDM Plan

**City:** Morgantown

**State:** West Virginia

**Client:** West Virginia University

**Features:** A series of parking permit, space allocation, parking pricing and Transportation Demand Management (TDM) strategies were evaluated for three separate, but interrelated WVU campuses. The study also determined the parking needs and the circulation and access issues between campuses.

**Summary:** DESMAN, Associates was retained by the West Virginia University (WVU) and its Transportation & Parking Services Department to quantify its parking needs and to develop parking, circulation, and access recommendations that could address any shortfalls within a fiscally and physically responsive manner. West Virginia University, located in Morgantown, West Virginia is, in effect, a collection of three separate but interrelated campuses: Downtown, Evansdale, and Health Science. The different characteristics of these three campuses, the topography of the area and the need to travel between each combine to complicate the access and circulation management. In addition to some 8,800 parking spaces, access to, from, and between the campuses is also supported by a 30 year old Personal Rapid Transit (PRT). The PRT and Mountain Line are critical services and the development of parking and circulation management strategies needed to maximize the effectiveness of these systems. To this end, a series of parking permit, space allocation, parking pricing and Transportation Demand Management (TDM) strategies was evaluated. The underlining theme to these strategies was physical and fiscal sustainability and the parking system's responsibility to fund alternative modes of travel.