

Transportation Demand Management (TDM) Plan

# The Ox Fairfax – Block A

City of Fairfax, Virginia

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## 1.0 | BACKGROUND SUMMARY

This Transportation Demand Management (TDM) Plan is designed to help achieve the ultimate goal of reducing peak hour vehicular trips generated by the uses for The Ox Fairfax – Block A redevelopment.

TDM is the establishment of measures to influence travel behavior by mode, frequency, time, route, or trip length in order to achieve a maximally efficient use of transportation facilities.

### 1.1 | Site Location

The Ox Fairfax – Block A redevelopment is located north of Armstrong Street, south of Sager Avenue, west of University Drive, and east of Chain Bridge Road in the City of Fairfax, Virginia, as shown in Figure 1. The site is located in the Old Town Fairfax Activity Center within the Old Town Fairfax Historic District.

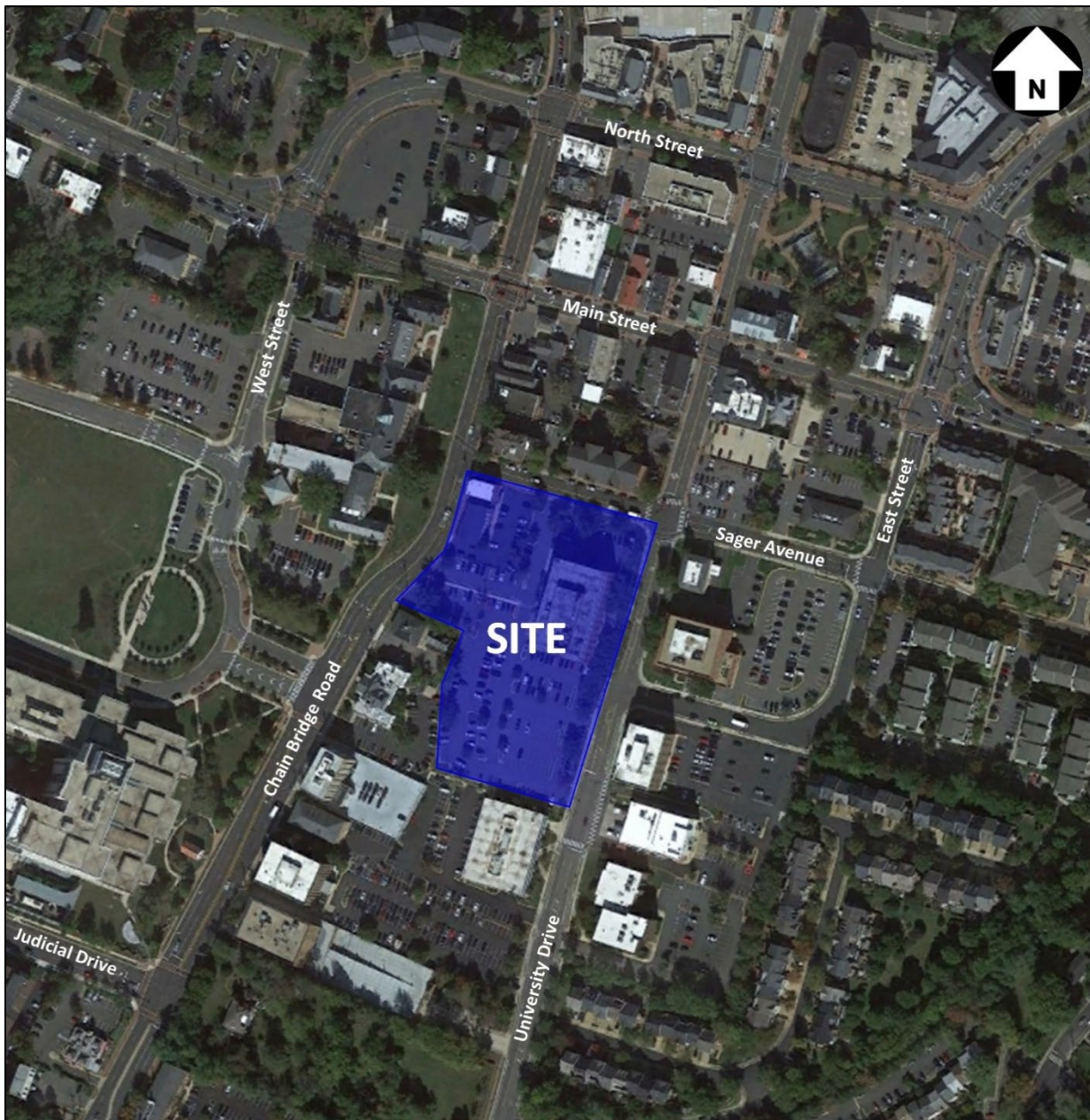


Figure 1: Site Location

### 1.2 | Description of the Parcel

The Ox Fairfax – Block A site is approximately 3.589 acres and is comprised of three (3) parcels, which are identified on the City of Fairfax Tax Map as Tax Map #57-04-02-044, #57-04-02-045, and #57-04-02-046.

The site is currently developed with 90,421 SF of office and other non-residential uses split between three (3) buildings. The proposed program is a mixed-use development comprised of up to a 4,127-person capacity (2,796 fixed seat) concert hall with a 117 seat black box theater, a 169-room hotel with 26,127 SF of conference space, 6,049 SF of office, two (2) art galleries totaling 8,399 SF, 13,912 SF of restaurant space, and 13,912 SF of retail. Total site build-out is planned for the year 2026.

The existing zoning for the site is CR (Commercial Retail) as shown in Figure 2. Parcels immediately adjacent to the site are zoned CR (Commercial Retail) and CO (Commercial Office).

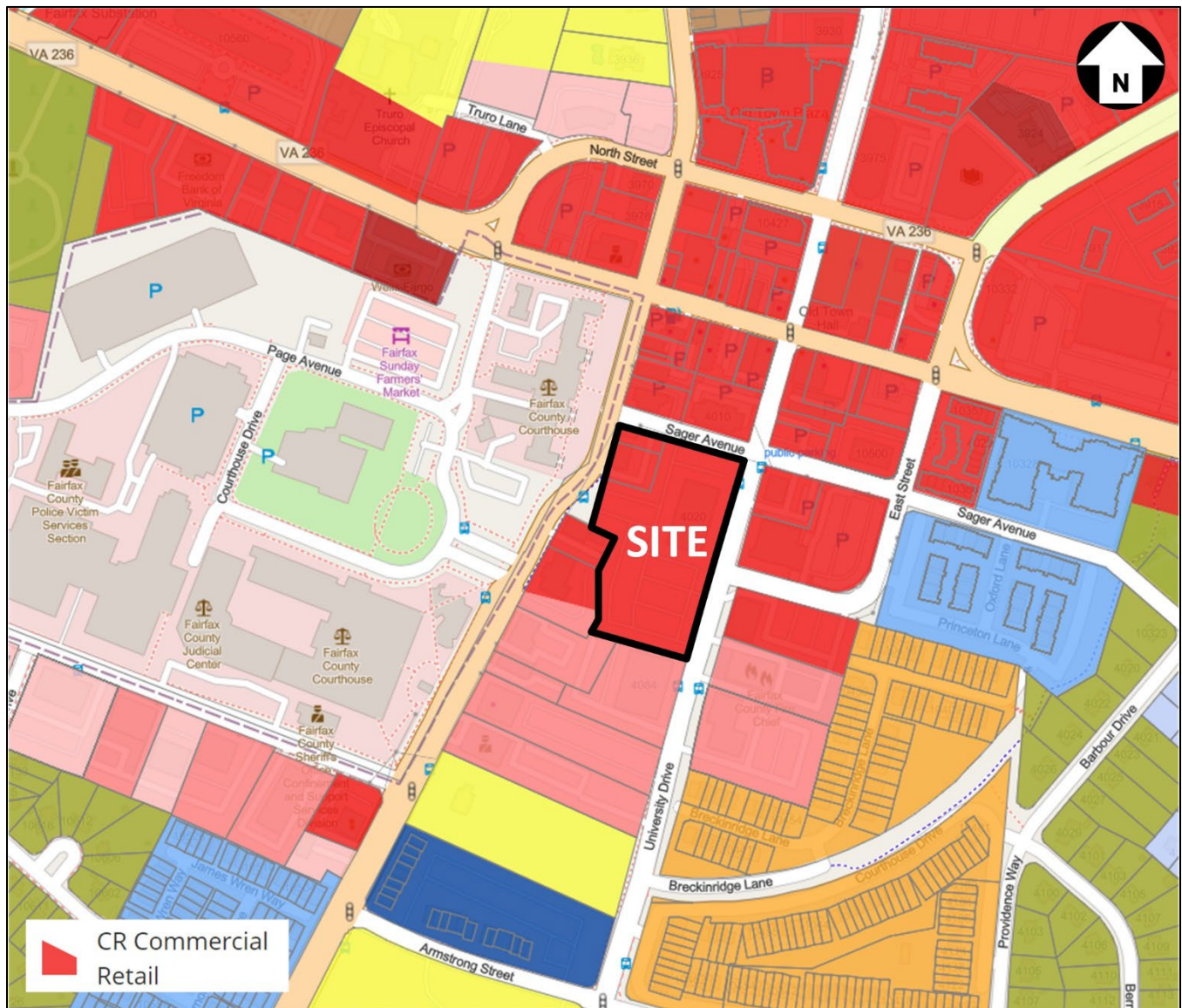


Figure 2: Site Zoning

## 2.0 | EXISTING CONDITIONS

In order to make informed recommendations for the property, it is necessary to know the transportation services that are currently available to the site. This section explores the existing programs and services that guests, employees, and patrons of The Ox Fairfax – Block A site can utilize for additional transportation options.

### 2.1 | Vehicular Access

Regional vehicular access is provided via Chain Bridge Road and Main Street. Local access is provided via Sager Avenue and University Drive. Site access will be provided via entrances on Sager Avenue and University Drive.

The City’s recommended extension of South Street to West Street between University Drive and Chain Bridge Road will reroute traffic and relieve congestion on Main Street through Old Town. The extension will also permit the continuation of pedestrian facilities through Old Town. The proposed South Street Extension is expected to be complete in 2031 and is to be built by others. The City’s transportation policies and projects are shown in Figure 3.

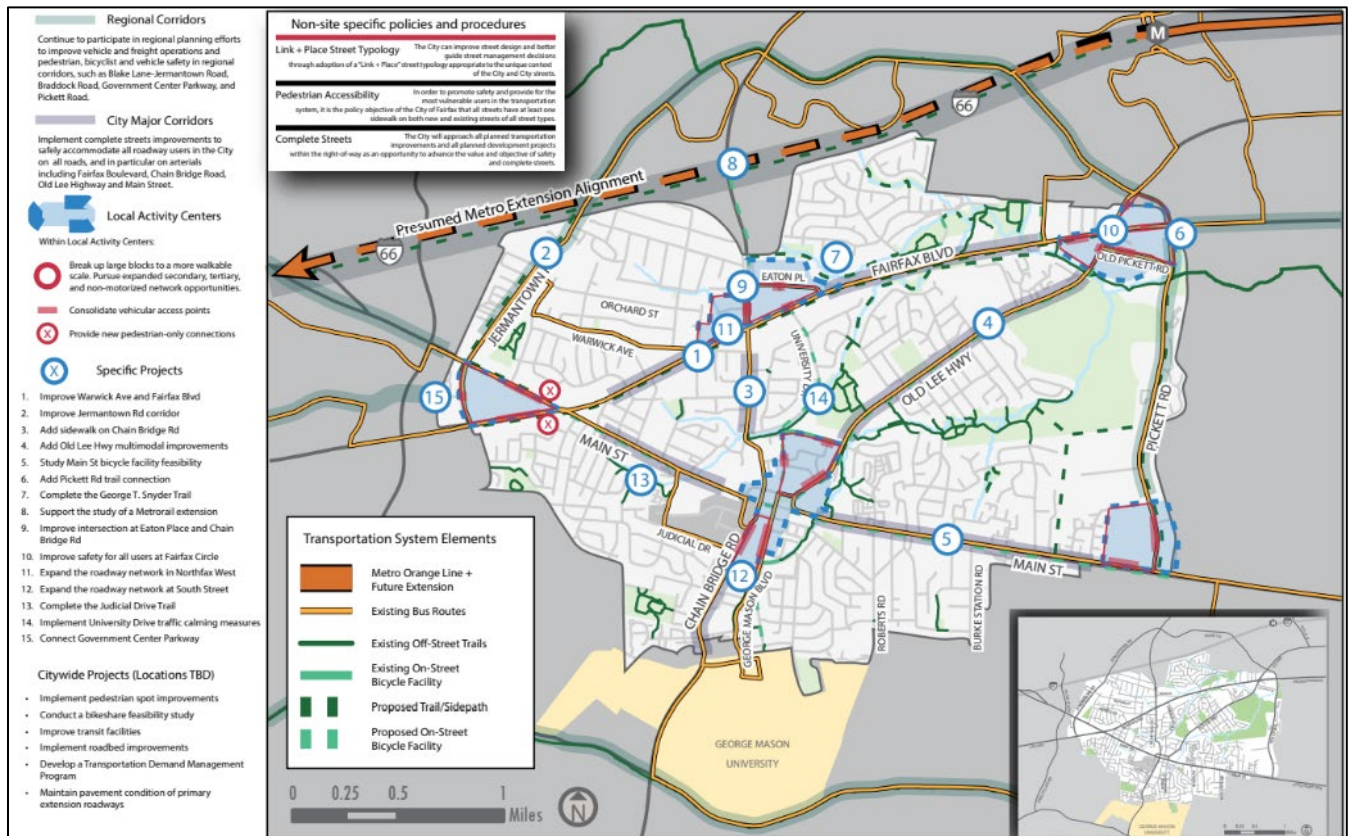


Figure 3: Comprehensive Plan – Multimodal Transportation

## 2.2 | Existing Transit Access

The Ox Fairfax – Block A site is currently served by five (5) bus routes on Main Street, Chain Bridge Road, and University Drive. Bus service is provided by the City of Fairfax CUE Gold and Green Routes, Metrobus Routes 29K and 17G, and Fairfax Connector Route 306. A summary of each route is shown in Table 1. A map of the existing transportation facilities is shown in Figure 4.

**Table 1: Existing Bus Routes**

Route Number	Route Name	Service Hours	Average Headway
Gold	Gold 1 and Gold 2	Weekdays: 5:25 AM - 11:10 PM	25-60 minutes
		Weekends: 8:00 AM - 7:56 PM	60 minutes
Green	Green 1 and Green 2	Weekdays: 5:15 AM - 11:00 PM	30-70 minutes
		Weekends: 8:02 AM - 7:35 PM	60-90 minutes
17G	Kings Park Express Line	Weekdays NB: 5:59 AM - 7:40 AM	20-30 minutes
		Weekdays SB: 3:55 PM - 6:52 PM	10-30 minutes
29K	Alexandria - Fairfax	Weekdays: 5:40 AM - 10:40 PM	50-70 minutes
		Weekends: 6:40 AM - 8:59 PM	50-70 minutes
306	GMU - Pentagon	Weekdays NB: 9:50 AM - 3:00 AM	60 minutes
		Weekdays SB: 8:50 PM - 1:50 PM	60 minutes





Figure 4: Bus Routes with Bus Stops

### 2.3 | Existing Pedestrian and Bicycle Access

Sidewalks and curb ramps generally exist along the corridors adjacent to and within the vicinity of the site. Sidewalks exist on one side of Chain Bridge Road and both sides of University Drive and Sager Avenue along the perimeter of the site. The signalized intersection of University Drive and Sager Avenue has marked crosswalks with pedestrian signal heads and call buttons in place. The unsignalized intersections of Chain Bridge Road and Sager Avenue and University Drive & Fairfax Volunteer Fire Department Entrance have marked crosswalks in place.

The roadways adjacent to the site are considered comfortable bicycling routes per the Fairfax County Bicycle Map (which includes the City of Fairfax). Sager Avenue is considered “Most Comfortable”, University Drive is considered “Somewhat Comfortable”, and Chain Bridge Road is considered “Less Comfortable”. Main Street is considered a “Use Caution” bicycling route. A dedicated on-street bike lane currently exists on University Drive adjacent to the site, as shown in Figure 5.

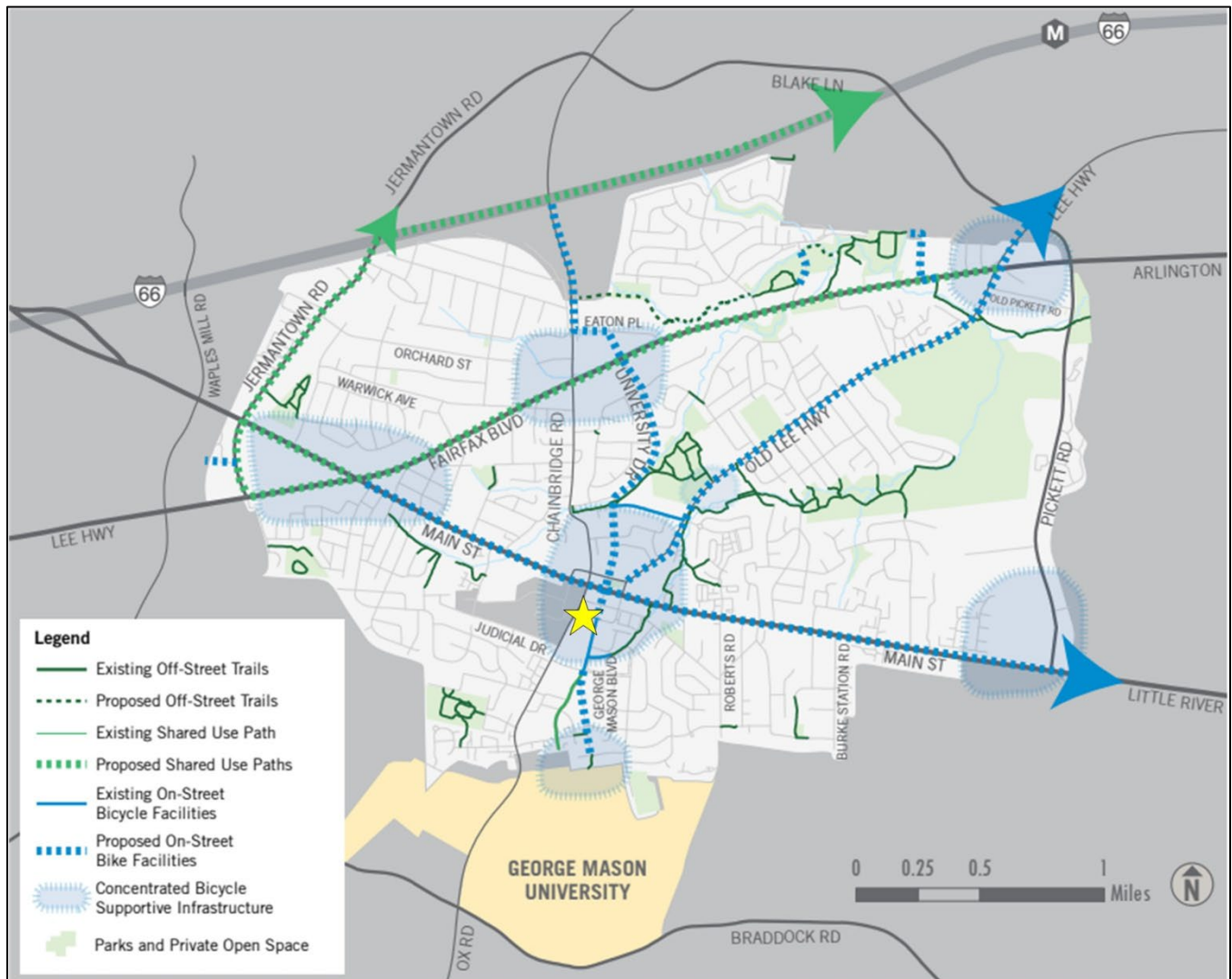


Figure 5: Existing and Planned Bicycle Facilities

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## 2.4 | Existing Regional Programs

In addition to transportation services, several regional programs, benefits, and events are currently in place that The Ox Fairfax – Block A can take advantage of. These external programs include:

- **Commute Assistance**
  - **Commuter Connections Rideshare Program:** This service matches commuters with others who live and work in the same area. (<https://www.commuterconnections.org/commuters/ridesharing/>)
  - **Fairfax Alliance for Better Bicycling:** This organization advocates, educates, and builds public support for better bicycling throughout Fairfax County. They provide cycling resources such as commuter guides, maps, and other education materials. (<https://fabb-bikes.org/about/>)
- **Commute Incentives**
  - **Commuter Connections Guaranteed Ride Home (GRH):** This service provides commuters who regularly (twice a week) carpool, vanpool, bike, walk, or take transit to work with a free and reliable ride home when one of life's unexpected emergencies arise. (<https://www.commuterconnections.org/commuters/guaranteed-ride-home/>)
  - **Monthly Unlimited Pass:** This WMATA program allows users to save on frequent travel within the Metro system. Monthly Unlimited Pass allows users to pay a flat rate for unlimited service on trips that are equal to or less than the amount of the paid segments. (<https://www.wmata.com/fares/Monthly-Pass/>)
  - **VanStart:** This program provides temporary funding for new vanpools in the critical startup phase to fund empty seats. Non-profit vanpool organizations may apply for assistance through this program within three months, if certain additional criteria are met. (<https://www.fairfaxcounty.gov/transportation/commuter-services/vanstartvansaveprograms>)
  - **Qualified Bicycle Commuting Reimbursement:** This reimbursement benefits bicycle commuters that are eligible for the Federal Bicycle Benefit of \$20.00 per month. (<https://www.nctr.usf.edu/programs/clearinghouse/commutebenefits/>)
- **Non-Commuter Incentives**
  - **Fairfax County Transportation for Older Adults:** This resource provides transportation for older adults, such as disability/paratransit transportation, mature driver safety, and volunteer rides to medical appointments. (<https://www.fairfaxcounty.gov/familyservices/older-adults/transportation-for-older-adults>)
- **Events**
  - **Earth Day:** This event promotes the environmental movement worldwide and seeks to promote action for health, sustainability, and climate challenges. People are encouraged to make changes in their daily routine to help alleviate these issues, such as using cleaner and more efficient methods of transportation. (<http://www.earthday.org/>)
  - **National Bike to Work Day:** This event takes place in May every year and serves to encourage bicycling as a method of commuting. May is Bike to Work Month as declared by the League of American Bicyclists. The most popular activity is Bike to Work Day, which takes place on the last day (Friday) of Bike to Work Week. (<http://www.biketoworkmetrodc.org/>)
  - **Dump the Pump:** This event is celebrated every June to encourage people to pledge to stop driving their cars and save money on gas ("Dump the Pump") by taking an alternative means to driving. (<http://www.apta.com/members/memberprogramsandservices/advocacyandoutreachtools/dumpthepump/Pages/default.aspx>)
  - **International Car Free Day:** Held every September 22, this worldwide event promotes all alternatives to single occupant vehicle use. Carpooling, transit, bicycling, walking, and teleworking are all encouraged in order to reduce carbon emissions. (<http://carfreemetrodc.org/>)
  - Please note that this is not a comprehensive list and other transportation-related events may be available.

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## 3.0 | TDM PROGRAM RECOMMENDATIONS

The strategies recommended for The Ox Fairfax – Block A TDM Program are detailed in this section. These strategies are intended to enhance the use of transportation alternatives to driving alone that may inherently occur.

Fundamentally, TDM strategies reduce and redistribute travel demand by controlling several influences. These influences include financial incentives, providing accurate and accessible information, and time savings. Together, these influences will have a significant impact on the mode of travel used by travelers.

The TDM Program recommendations are divided into five (5) sections that cover the following TDM elements:

1. Infrastructure
2. Program Management
3. Rideshare and Carshare
4. Promotion and Marketing
5. Incentives

### 3.1 | Infrastructure

#### *Bicycle Accommodations*

From Proffer 3, prior to the issuance of a zoning permit for use an occupancy, the Applicant will install bicycle racks and scooter docking stations on the Application Property in the general locations identified on the GDP/SUP Plat, in coordination with DPW at the time of site plan.

#### *Pedestrian Facilities*

From Proffer 3, the Applicant shall construct sidewalks along street frontages and on portions of the Application Property as identified on the GDP/SUP Plat. The Applicant shall record among the land records a public ingress/egress easement, in a form approved by the City Attorney, over all sidewalks or portions thereof located on the Application Property, including but not limited to the east-west sidewalk connection through the Application Property from Chain Bridge Road to University Drive.

#### *Transit Facilities*

From Proffer 3, prior to the issuance of a zoning permit for use and occupancy, the Applicant will install a bus shelter on Chain Bridge Road in the general location identified on the GDP/SUP Plat, in coordination with DPW at the time of site plan. Upon installation, the Applicant shall have no responsibility for ongoing operation or maintenance of the bus shelter.

#### *Transportation Information Display(s)*

A transportation information display (transit screen) could be installed and maintained in the lobby areas of the new buildings. The transportation information display should display area and bike maps, bus and Metro schedules, and ridesharing information for users.

### 3.2 | Program Management

#### *Property-wide TDM Program Management*

The Applicant could appoint a TDM Program Manager for the property. Property-wide TDM responsibilities for the Program Manager include:

- Answer guest, employee, and patron questions about all aspects of the TDM Program.
- Coordinate with other TDM providers including DATA, LINK, and MWCOC to avoid duplication of services and obtain support for program implementation.

- Conduct a survey to evaluate the effectiveness of the TDM Plan in meeting the TDM Goals and to evaluate the need for changes to the TDM Plan.
- Verify that the proffered TDM Goals are being met through the completion of vehicle trip counts.

### **3.3 | Rideshare and Carshare**

#### ***Car/Vanpool Matching Program***

Ridesharing (carpool and vanpool) can be an important vehicle trip reduction strategy.

The process will be facilitated through matching services and coordination with adjacent office and residential buildings and homeowner associations. The TDM Program Manager will explore ways to incentivize commuters to register in a carpool database and meet with any identified carpool partners.

#### ***Carsharing***

Carsharing refers to a short-term automobile rental service available to the general public. Carsharing operators provide a fleet of vehicles that are placed across defined geographic areas and can be used by members for personal trips that are typically short in length and duration. Carsharing encourages travelers to use alternative transportation methods because they can use carshare vehicles for trips rather than having to rely on their private vehicle.

The Applicant may work with carshare agencies and the City of Fairfax to provide strategically located parking spaces within the site. If opportunities exist to coordinate with other property owners in the vicinity, then a joint effort could be pursued.

### **3.4 | Promotion and Marketing**

#### ***Program Branding***

The initial step in the promotion and marketing of the TDM Program is the development of a program brand. The brand should be used on TDM Program marketing materials, which may include newsletters, the website, print ads, and flyers. The brand should create a single point of reference for the guests, employees, and patrons who will access the site daily or regularly.

#### ***Webpage***

The Ox Fairfax – Block A could provide a webpage to provide information on multimodal transportation information, real-time travel and transit data, the possibility of online transit pass sales or value loading, and connections to supporting links. To maximize effectiveness, the TDM Program Manager could suggest that this information be presented on the hotel webpage and even presented to all patrons as a step in the purchasing process for rooms at the hotel.

#### ***Individualized Marketing***

Individual marketing takes the principles of social marketing and customizes them to transportation and individual travelers. The approach includes target customized information, training and incentives to people who are open to changing the way they travel. Individual marketing campaigns can serve as an umbrella strategy that incorporates existing transportation incentives, ride matching services, bicycle programs, and outreach events.

#### ***Outreach with TDM Providers***

The TDM Program Manager could coordinate with area TDM providers, including DATA, LINK, FCDOT Commuter Services, and MWCOG. These providers could help assist and implement TDM strategies such as:

- Online ridesharing
- Guaranteed Ride Home

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### ***Promote Transit Information***

Information regarding rail, bus, ride sharing, and other transit options could be included in employee welcome packages. Metro maps, schedules and forms, ride sharing, and other relevant transit option information could be available to guests, employees, and patrons in common areas such as the lobby or building management office.

WMATA also offers real-time transit information through its website and smart phone applications that allow travelers to access real-time schedule information. Real-time transit information has been found to decrease perceived wait times and increase rider satisfaction with transit systems. The Applicant could provide real-time travel information on the following:

- Arrival times and delays on Metro and Fairfax Connector
- Traffic conditions, road hazards, construction work zones, and road detours

### **3.5 | *Incentives***

Adjusting the cost of travel is the most effective tool in TDM Programs. Options can include increasing the cost of undesirable actions (i.e. driving alone) and decreasing the cost of desirable actions. The following are examples of incentive programs that could be implemented:

#### ***Metro SmarTrip Cards***

Temporary transit subsidies have proven successful at encouraging people who normally drive alone to try and subsequently continue to use transit. Preloaded *SmarTrip* cards could be distributed to new employees on a one-time basis that normally drive alone. *SmarTrip* cards are also the primary payment method for the Fairfax Connector bus service.

#### ***Live/Work/Play Marketing and Incentives***

A live/work/play marketing program could be implemented to encourage employees to work, shop, and eat within the area. The TDM Program Manager could also seek discounts or coupons from local retail and service establishments and distribute those items to employees to encourage them to shop locally. This marketing encourages employees to shop at, eat at, and visit businesses that are within walking distance of the site or accessible via transit.

#### ***Emergency Transportation Options***

A number of innovative programs have been developed which provide emergency transportation for employees to one's home or child's school, daycare, etc. Programs include a limited taxi/bus fare subsidy, relaxed company vehicle policies, and the free Guaranteed Ride Home service provided by Commuter Connections. The TDM Program Manager may provide information on the Guaranteed Ride Home service with other rideshare marketing material and encourage consideration of policies, such as limited fare subsidies.