

**NORTHLAND NEWTON DEVELOPMENT
INITIAL TRANSPORTATION DEMAND MANAGEMENT WORK PLAN**

This document sets forth the programmatic elements of a transportation demand management plan (the “TDM Plan”) that will be implemented by Northland to encourage the use of alternate transit modes, including public transit (MBTA light rail and bus), shared transit, walking, biking, and teleworking, all in order to reduce single-occupancy automobile trips generated by the Residential Buildings and the Office Building constructed on the Property.

I. DEFINITIONS:

- a. Transportation Demand Management Plan – Concurrent with the issuance of a building permit for any new construction associated with the approved special permit for the Development, Northland will prepare and submit to the Director of Planning and Development a Transportation Demand Management Plan (the "TDM Plan"). The TDM Plan will adapt over time to respond to the changing transportation needs and circumstances of the Development, the surrounding community and the region, as well as to technological and/or other improvements, all with the objective of meeting the trip reduction goals as set forth in this document. To facilitate this flexibility, modifications, revisions, and supplements to the TDM Plan will be coordinated with the City of Newton Planning Department or its designee.
- b. Transportation Management Association – Northland will participate in or otherwise become associated with a Transportation Management Association designated by the City, such as the 128 Business Council (or other), should one be established for this area (N² Innovation District).
- c. TDM Program - The strategies and measures to effectuate the reduction of single occupancy vehicles including, but not limited to, last-mile connections to mass transit, on-site support facilities and information, marketing and awareness programs, data collection, subsidies to support and encourage alternate modes of transportation, and the creation of enhanced pedestrian and bicycle connections facilitating access to adjoining neighborhoods, villages and alternate transit options.

II. PLAN IMPLEMENTATION

The TDM Plan will be implemented as follows:

- a. TDM Coordinator – Northland will designate a TDM Coordinator for the development. The TDM Coordinator will be appointed no later than the earlier of: 1) issuance of a

building permit for an office tenant in excess of 25,000 square feet, or 2) twelve (12) months following issuance of the first residential building permit (“TDM Plan Commencement”). The TDM Coordinator will be responsible for implementing all aspects of the TDM plan and collecting relevant data. The TDM Coordinator will be the main point of contact with the City of Newton relating to TDM plan monitoring and reporting.

- b. TDM Program – The TDM Program shall initially contain the following elements and be administered by the TDM Coordinator. As the TDM Plan is intended to evolve over time, the Program elements will be evaluated periodically for effectiveness in achieving the Trip Reduction Goal and modified as necessary.
- i. Reduced parking availability on-site for residents and office tenants to promote the use of alternate transit options.
 - ii. Unbundled parking charges for market rate residential leases (parking availability for affordable residential leases is included in rent).
 - iii. Shuttle Service – Direct shuttle service to the MBTA mass transit system via Newton Highlands MBTA Station will be provided to residents, office employees, retail customers and employees and members of the public. Service will initially be offered with 10-minute frequency and will operate 16 hours per day / 7 days per week.
 - iv. Public Transit Incentives –
 1. Shuttle Use Incentives
 - a. Free shuttle service to all riders.
 2. Residential MBTA Use Incentives
 - a. Resident Car-Free Incentive - Free MBTA LinkPass pass for every residential unit leased without a parking space.
 - b. Resident Public Transit Incentive – 50% reimbursement on a monthly MBTA LinkPass for every other new residential lease.
 3. Office And Retail Employer Incentive Programs – Northland will work with office and retail employers leasing space to offer incentives to employees for using alternate modes of transit to commute to work or to carpool, including:

- a. Office And Retail Employee Public Transit Incentive - 50% reimbursement on a monthly MBTA LinkPass for each full-time employee participant.
- v. Mobility Hub – A central indoor lounge waiting area will be provided to all shuttle and MBTA bus passengers. The Mobility Hub will provide real-time transit information for the shuttle and MBTA bus service.
- vi. Car sharing – Northland will contract with a car-sharing service provider such as Zip Car or Enterprise to provide a minimum of 4 vehicles on site for common use. The number of vehicles may be increased as demand warrants.
- vii. Carpooling – A minimum of 5 parking spaces will be reserved in a preferred location for carpools of 2 or more passengers. The TDM Coordinator shall work with office and retail employers to organize qualified carpool groups. The number of carpool spaces can be increased based on demonstrated demand.
- viii. Bicycle accommodations – Secure sheltered or indoor bicycle storage accommodation for at least 1,100 bicycles for residents and office employees and retail employees. Outdoor bicycle storage for retail customers and visitors. Shower facilities available to office employees. Bicycle repair stations with air pumps at sheltered and indoor storage facilities.
- ix. Bicycle and scooter sharing – Northland will work with the City’s designated service provider, if any, to provide on-site access to shared bikes and scooters or alternative shared non-vehicular transportation once approved by the City.
- x. TNC Management – Designated TNC curbside drop-off and pick-up locations will be maintained initially in the following locations:
 1. Building 3, near the residential lobby entrance on Main Street.
 2. Building 6, near the residential lobby entrance on Main Street and near the residential lobby on Charlemont St.
 3. Building 5, near the residential lobby entrance on Main Street and near the leasing office entry on Pettee Lane.
- xi. TDM Marketing and Awareness Campaign – The TDM Coordinator shall build awareness of alternate transportation opportunities and incentives through ongoing marketing targeted at all residents, employees, and visitors to the development. The outreach shall include, but may not be limited to, the following:

1. Posted transit opportunities and incentives in project marketing materials and website.
 2. TDM program information included in resident welcome kits and in residential common areas.
 3. Information sessions offered to residents and office and retail employees.
 4. Transit screens in the Mobility Hub and building lobbies offering real-time shuttle and MBTA schedule information and TNC availability information.
 5. Prominent outdoor signage identifying shuttle pick-up/drop-off location; Mobility Hub; bicycle and pedestrian pathways; bicycle accommodations; and TNC pick-up locations
- c. TDM Plan Phase-In – The TDM Plan will be phased in during the first sequence of construction for the development and prior to any residential or office occupancy. The phase-in will begin at the TDM Plan Commencement and include the following:
- i. The TDM Coordinator will be in place at least 6 months prior to initial residential occupancy, marketing materials will be created and TDM marketing and awareness programs will be initiated.
 - ii. Contractual arrangements will be made with outside vendors supporting the TDM program, including car-sharing, bike sharing, and shuttle service.
 - iii. Shuttle Service will be phased in as follows:
 1. On demand service with scheduled commuting hour runs will commence upon receipt of the first residential or Office Building tenant space certificate of occupancy. Service and capacity will scale up as necessary to accommodate demand during the construction completion/early occupancy stage. Temporary accommodations will be made for shuttle pick-up/drop-off based on construction sequencing.
 2. Full scale shuttle service as described above will commence upon receipt of the Certificate of Occupancy that brings the total occupiable units over 400 for the Development.
 3. Permanent pick-up/drop-off accommodations will be established at the Mobility Hub upon completion of construction of the facility.