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September 22, 2020

BY ELECTRONIC MAIL

Ms. Nadia Khan
Committee Clerk
Land Use Committee
Newton City Council
1000 Commonwealth Avenue
Newton, MA 02459-1449

Re: Riverside Station/355 Grove Street and 399 Grove Street / #26-20 and #27-20

Dear Nadia,

I am forwarding herewith a revised Transportation Demand Management Plan (“TDM”) dated September 18, 2020 relative to the above matter prepared by the 128 Business Council.

Please let me know if you have any questions.

Sincerely,

Stephen J. Buchbinder/mer

Stephen J. Buchbinder

SJB/mer
Attachment

cc: (By Email w/attachment)
Jonah Temple, Esquire
Mr. Neil Cronin
Mr. Robert Korff
Mr. Damien Chaviano
Mr. David Roache

1.0 TDM MEASURES FOR MODAL SHIFTS

1.1 PARKING MANAGEMENT

1.1.1 Reduction in Surplus Parking: This project will limit the amount of estimated surplus parking to less than 3% of the total parking spaces provided, as defined by the parking study submitted to the City, dated July 7, 2020, which includes 2,013 parking spaces throughout the site.

1.1.2 Shared Parking: This project will share parking across residential, office, hotel, general retail, and other users — rather than reserving spaces for each use.

1.1.3 Unbundled Parking: The residential (excluding the inclusionary units) will be charged for parking in addition to rent.

1.1.4 Parking Pricing: This project will use variable parking pricing to manage demand, including:

- Monthly (24/7) which will be at a higher cost than Reverse Commuter Parking.
- Monthly Reverse Commuter (i.e. out by 8:30 AM, in no earlier than 4:30 PM) will receive preferential pricing relative to 24/7 parking.
- Daily Parking rates for both general users and guests of the property

1.2 BIKE FACILITIES

1.2.1 Bicycle Parking: As shown on the plans dated July 7 the project will provide at least 880 secure and covered bicycle parking spaces. These spaces are in excess of MBTA bike parking that will be provided and greater than a 1:1 ratio per dwelling unit and every residential building will confirm to this ratio with the respective unit count.

1.2.2 Bicycle Repair Station: The Petitioner will work with the Director of Planning and Development and Commissioner of Public Works to identify a clearly visible, public, on-site space for bicycle repair with tools provided; such space will be managed by Petitioner. The goal is to provide a repair station in every residential building with specific location and configuration of the repair station to be agreed upon between the Petitioner, the Director of Planning and Development, and the Commissioner of Public Works after Final Design is complete.

1.3 SUPPORT FOR ELECTRIC CAR USAGE

1.3.1 Electric Car Charging: This project will provide car charging for 10% of the non-MBTA parking spaces, as well as making an additional 10% of the non-MBTA spaces “EV charging ready.” Charging stations with adjoining dedicated electric vehicle parking spaces will be distributed throughout the garage floors so as to be accessible to all users.

1.3.2 Electric Bus Charging: An electric charging station will be provided for the MBTA buses in the Transit Square at a location mutually agreed to by the Petitioner and the MBTA.

1.4 FAMILY-FOCUSED INITIATIVES

1.4.1 Car Seat Storage: Storage for car seats and strollers will be provided on the ground-level of the parking garage. Storage area will accommodate a minimum of 30 car seats and 30 strollers.

1.4.2 Emergency Ride Home: An emergency Ride Home program will be offered to all residents and employees of the project businesses through TMA membership (see below) and will offer guaranteed or reimbursed transportation home for those using alternative forms of transportation in the event of an emergency, in the form of discount taxi vouchers or rideshare reimbursements.

1.5 HIGH-OCCUPANCY VEHICLES

1.5.1 Contributions or Incentives for Sustainable Transportation: This project will provide a \$500,000 subsidy for the following alternative transportation options:

- Reimbursement equal to 80% of the cost of a monthly LinkPass (currently \$72) for all dwelling units that park zero or one car on site. LinkPass allows for unlimited travel on the subway, local bus lines, and the silver line. The \$72 can also be applied for the cost of a bike share, car share, or other mode.
- At the request of the Director of Planning and Development and the Commissioner of Public Works, contribution to the City’s bike-share program. In consultation with the Director of Planning and Development and the Commissioner of Public Works, the Petitioner shall identify a public bike sharing location on site.

1.5.2 In addition, this project will provide \$130,000 for a 6-month PILOT shuttle service between the project site and the Auburndale Commuter Rail stop. The shuttle will make a minimum of 6 trips per day (M-F) and will be free to the public. Given narrow road conditions, the pilot service will use vehicles with a capacity of 12-15 passengers. The trip would last 3 – 4 minutes each way, plus boarding and alighting time, assuming the following route: Left out of Riverside complex, heading north on Grove Street. Left onto Woodland Road. Stop to drop off at station stairs on Woodland Street overpass (over railroad/Mass Pike). Empty shuttle takes right on Auburn Street and another right to continue on Auburn St over railroad/Mass Pike. In the evening, pick up at Grove Street station entrance stairs (on Grove Street overpass over railroad/MassPike). At end of overpass, go straight onto Grove Street south to return to Riverside. Other possible routes would add significant time to the

trip. The final route to be determined in consultation with the Director of Planning and Development and the Commissioner of Public Works.

1.6 SIGNAGE

1.6.1 Multimodal Wayfinding Signage: The project will install directional signage for transportation services (transit stop/shuttle stop) and amenities (bicycle parking, regional bicycle routes, and pedestrian walkways).

1.6.2 Real-Time Transportation Information Displays: The Project will install at least one large screen outside of Building 8 (with a goal to do more) or monitor that displays, at a minimum, transit arrival and departure information – including arrival projections and alerts for MBTA Green Line, nearby MBTA bus lines (assuming AVL data availability), the Project's pilot shuttle service (see 1.5.2), and any nearby regional services with available & compatible AVL data. A transit screen will also be installed inside the lobby of the office building.

1.7 TMA MEMBERSHIP AND SITE-SPECIFIC TDM COORDINATOR

Project will commit to membership in a Transportation Management Association (TMA), with the possibility of hiring a site-specific TDM Coordinator (to be determined by the Project on the basis of other site management hiring's) to guarantee the execution of the measures described above.

1.7.2 Marketing Materials: Upon all residential and commercial move-ins, a welcome packet will be provided by the TMA/TDM Coordinator to the respective tenants which outlines the Sustainable Transportation reimbursements, alternative modes of transportation and where they are located on site, links to relevant transit schedules and, to the extent available, information pertaining to the PILOT shuttle.

2 TDM PLAN MONITORING AND REPORTING

2.1 PRE-OCCUPANCY SITE VISIT

The onsite TDM Coordinator will be responsible for facilitating a site inspection by City staff prior to the first Certificate of Occupancy to confirm that all approved physical measures in the project's TDM Plan have been implemented and/or installed. In the event a TDM Coordinator is not hired, the Petitioner will be responsible for scheduling the site inspection.

2.2 ONGOING MONITORING AND REPORTING PLAN

2.2.1: As required by City Council Order #27-20, one year after the project reaches 85% occupancy, and annually thereafter for two additional years, an Ongoing Monitoring and Reporting Plan will be submitted to the Director of Planning and Development to review and to ensure compliance with the final approved TDM Plan, and the City will conduct a site visit to ensure that the Ongoing Monitoring and Reporting Plan's contents reflect on-site TDM measures.

- 2.2.2: The Ongoing Monitoring and Reporting Plan should include all measures in the project's TDM Plan, their current status, and any updates to those measures, including, without limitation, all transportation reimbursements issued, car share and bike share usage data, and parking utilization data for the dwelling units, office use, and the hotel use. All additional voluntary measures added between Ongoing Monitoring and Reporting Plans should also be listed, along with their current status and any updates to those voluntary measures.
- 2.2.3: After the three-year reporting period, this information shall be available upon reasonable request by the Director of Planning and Development for an additional ten years.
- 2.2.4: To supplement the data collected by the TDM Coordinator and/or TMA through transactional records and potential third-party apps, surveys of the residents, employees, patrons, and transit users will be conducted in accordance with City Council Order #27-20, immediately prior to the development of a required annual Ongoing Monitoring and Reporting Plan.

The surveys will gather information regarding, at a minimum, the modes of transportation that are being utilized by residents, office users, and the retail employee base on site; current trip origins and destinations; and information about current barriers to alternative transportation utilization. The results of the surveys shall be submitted to the Director of Planning and Development.

- 2.2.5: At a minimum, these surveys will be conducted online. However, if the online format fails to return a participation level of 15% among residents and 10% among office and retail employees, on-site surveying stations and/or in-person canvassing will be utilized to bring participation up to these levels.

2.3 POST-CONSTRUCTION TRAFFIC MITIGATION (IF REQUIRED)

As outlined in the City Council Order #27-20, Transportation Conditions, monitoring of vehicle trips generated by the project will be done by a qualified traffic engineering firm to be hired and overseen by the Department of Planning and Development in accordance with the schedule set forth in the Council Order. As set forth in the Council Order, additional mitigation measures will be necessary should vehicle trips, specific to the development project, exceed 110% of the projections made in the TIA.

- 2.3.2: Should vehicle trips exceed 110% of the projections, the Petitioner shall meet with the Director of Planning and Development and the Commissioner of Public Works to implement mitigation measures to reduce the number of trips to below 110% of projections. The Petitioner shall provide data from the TDM measures and from the surveys referenced in 2.2.4 above to guide the mitigation measures. Such measure may include, but not be limited to the items below, up to a total cost of \$1,000,000. In the event the Commissioner of Public Works needs to hire a third party to confirm alternative mitigation strategies, that cost would be borne by the Petitioner.
- Adjusting the transit reimbursement subsidy by improved marketing oriented toward increasing participation level, in addition to or in the place of adjusting the percentage of subsidy.

- Expanding transit subsidy participation beyond the dwelling units.
- Continuing shuttle service to connect to other transportation hubs or other points of interest, to be determined through the site-specific surveying practices.
- Providing additional on-site bike sharing facilities.
- Working with the office use to encourage telecommuting.