

1 WHAT IS TDM?

The purpose of Transportation Demand Management (TDM) is to guide, distribute, and even reduce travel demand in both space and time. It focuses on a particular population's interaction with the in-place transit infrastructure, as well as ridesharing, walking, biking, and teleworking. When done well, TDM should be cost-effective in guiding the continued design of transportation and physical infrastructure, so that alternatives to driving alone are naturally encouraged and relevant systems are better integrated and balanced.

TDM is an intentional program of information-plus-incentives, which are provided by local or regional organizations to help the constituents of those organizations become aware of and become confident users of all their transportation options, across all modes in the system. To be successful, this program of information-plus-incentives should effectively counterbalance the incentives to drive that preexist thanks to the subsidies of parking and roads.

2 BENEFITS OF TDM

There are many important and interrelated benefits to reducing the number of cars on the road and the number of miles driven.

Transportation System Benefits

- A. Reduced congestion and resulting commute time savings
- B. Multiple options for commuting for work, education, and pleasure

Environmental Benefits

- A. Improved air quality
- B. Reduced greenhouse gas emissions
- C. Reduced need for paved surfaces
- D. Improved water quality
- E. Reduced polluting emissions and fluid leaks
- F. Reduced dependence on fossil fuels

Health and Safety Benefits

- A. Enhanced quality of life in walkable and bikeable communities
- B. Fitness benefits of active transportation, e.g. biking and walking
- C. Health benefits of improved air quality
- D. Stress reduction

Financial Benefits

- A. Reduced costs of vehicle ownership and maintenance
- B. Reduced cost of parking
- C. Reduced cost of housing

3 TDM PLAN COMPONENTS

A TDM Plan should define program goals and then strategies for achieving those goals appropriate to the project's proposed use, projected new trips generated, and baseline transportation impacts.

In order to identify baseline numbers for trip generation and parking generation, the Project will provide:

- Traffic Impact Assessment and Study (TIAS) data
- Employee trip origin data
- Parking usage and count data

This TDM plan then details methods by which to achieve SOV mode reduction, and a schedule by which to capture that reduction and track it over time. The initial method for achieving this SOV mode reduction will be by implementing a number of measures, detailed below.

4 POTENTIAL TDM MEASURES FOR MODAL SHIFTS

4.1 PARKING MANAGEMENT

Shared Parking: Sharing parking across residential, office, hotel, retail, and other users – rather than reserving spaces for each using – resulting in a significantly reduced total demand estimate and avoiding parking surplus.

Unbundle Parking: Separation of the cost of residential parking from the cost of rent.

Parking Pricing: Using parking pricing to manage demand can include: offering hourly, daily, monthly, and annual rates to encourage choice; setting day-by-day parking rates the same, whether tended in the form of a daily, weekly, monthly, or annual pass.

4.2 BIKE/PEDESTRIAN

Improve Walking Conditions: Streetscape and crosswalk improvements to encourage walking.

Bicycle Parking: Secure and (where possible) covered bicycle parking in excess of Zoning.

Showers and Lockers: On-site showers and lockers so commuters can travel by active modes.

Bicycle Repair Station: On-site tools and space for bicycle repair.

4.3 SITE DESIGN/LAND USE

Choices made by the Project that demonstrate cross-site connectivity and location-efficient residential and commercial development include:

- Mixed-use elements, all within a 1/4 mile walk (5 minutes), which include housing (both apartment and condominium), office, retail and entertainment, and a hotel. These uses are sized and organized to be mutually supportive.
- Public spaces lined principally with retail establishments. Where these retail spaces interface with the sidewalk, ground floor façade design incorporates transparent

materials and architectural and furnishing elements that help foster an inviting, dynamic, and varied pedestrian experience.

- An aesthetically pleasing environment for pedestrians with widened and improved sidewalk.
- A compact grid of walkable streets and short blocks with off-street, multi-use connections to regional recreational corridors.
- A connected and improved network of open spaces for residents and visitors.
- Buildings sited to the street.
- Passenger drop-off locations near building entrances.
- Limited driveway curb cuts. Buildings are serviced through drives intentionally located to minimize their impact on the public realm.
- Parking primarily contained within structured garages, hidden from public view.
- Integrated transit with improved access.
- Opportunities for recreational and cultural activities.

4.4 CAR SHARE

Car-Share Parking: Opportunity for spaces devoted to car-share parking, dependent upon car-share vendor interest. *Specific number of spaces to be determined following discussions with City.*

4.5 SUPPORT FOR ELECTRIC CAR USAGE

Electric Car Charging: Charging stations located prominently within underground parking units. *Specific number of stations to be determined following discussions with City.*

Electric Car Parking: Preferential parking for electric vehicles, located near the charging stations. *Specific number of spaces to be determined following discussions with City.*

4.6 FAMILY-FOCUSED INITIATIVES

Car Seat Storage: Storage for car seats and strollers near car-share parking.

Emergency Ride Home: Guaranteed or reimbursed transportation home for those using alternative forms of transportation in the event of an emergency, such as discount taxi vouchers or rideshare credits. Emergency Ride Home program to be offered through and dependent upon TMA membership (see below).

4.7 HIGH-OCCUPANCY VEHICLES

Incentives for Sustainable Transportation: Reimbursements for reliance upon sustainable modes of transportation, with maximum reimbursement thresholds dependent upon parking spot usage. Residents who entirely forgo the use of a residential parking spot would be eligible for reimbursements of up to \$200/month. Residents who lease a single parking spot would be eligible for reimbursements of up to \$75/month. Expenses qualifying for reimbursement would include:

- MBTA subway passes (currently \$85/month)
- MBTA bus passes (currently \$130-\$170/month)
- MBTA commuter rail passes (currently \$200/month)

- bikeshare passes/memberships
- rideshare passes/memberships

Vanpool/Carpool Program: Vanpool/carpool program available to employees on-site, including preferential parking as provided for car-share members (4.4) and electric vehicles (4.5) Vanpool/carpool program would be managed through the TMA membership or managed by the site-specific TDM Coordinator.

4.8 TMA MEMBERSHIP OR SITE-SPECIFIC TDM COORDINATOR

Project will depend upon either **membership in a Transportation Management Association (TMA)** or upon a **site-specific TDM Coordinator** to guarantee the execution of many of these measures. The TMA or TDM Coordinator would have duties including:

- Coordinate with ride share vendor, as described above
- Connect employees with carpool/vanpool program, as described above
- Administer preferential parking, as described above
- Coordinate emergency ride home program, as described above
- Develop informational packet for residents and employees on TDM programs
- Create and administer TDM promotions and incentives
- Conduct surveys of residents and employees
- Gather and maintain long-term program data
- Conduct annual review of TDM program for effectiveness and modification

4.9 MARKETING

Multimodal Wayfinding Signage: Directional signage for locating transportation services (transit stop/shuttle stop) and amenities (bicycle parking, regional bicycle routes, and pedestrian walkways).

Real-Time Transportation Information Displays: Large screen or monitor that displays, at a minimum, transit arrival and departure information.

Tailored Transportation Marketing Services: Provide residents and employees with information about travel options. Marketing services shall be provided by either the TDM coordinator or through a TMA membership. Marketing services could include:

Promotions: Development and deployment of promotions to encourage use of sustainable transportation modes. This could include targeted messaging and communications campaigns, incentives and contests, and other creative strategies. These campaigns may target existing and new residents, employees, and tenants.

Welcome Packets: New residents and employees could be provided with tailored marketing information about sustainable transportation options associated with the Project site (e.g., specific transit routes and schedules; bicycle routes; carpooling programs, etc.) as part of a welcome packet. For employees, the packet should reflect options for major commute origins. New residents and employees could also be offered the opportunity for a one-on-one consultation about their transportation options.

4.10 OTHER

Flexible Work Schedule: On behalf of the Project, the TDM Coordinator or TMA will develop informational materials and encourage tenant companies to incentive alternatives to the traditional 9-to-5, 40-hour work week, allowing employees to vary their arrival/ departure.

Telecommuting: Similar to the above, the TDM Coordinator or TMA will encourage tenant companies to provide the option for employees to work from home, making use of the Internet, e-mail, and telephone.

Employee Incentive Program: As mentioned in 4.8, the TDM Coordinator or TMA could coordinate annual or semi-annual programming to raise awareness of and incentivize the use of modes that reduce vehicle trips, e.g. free meals, transit vouchers, movie passes, raffles for gift certificates to retailers, free bicycles, etc.

5 TDM PLAN MONITORING AND REPORTING

5.1 Pre-Occupancy Site Visit

Facilitate a site inspection by City staff to confirm that all approved physical measures in the project's TDM Plan have been implemented and/or installed.

5.2 Ongoing Monitoring and Reporting Plan

Once the building is occupied, an Ongoing Monitoring and Reporting Plan will be submitted to the City to review and to ensure compliance with the final approved TDM Plan, and conduct a site visit to ensure that the Ongoing Monitoring and Reporting Plan's contents reflect on-site TDM measures.

The first Ongoing Monitoring and Reporting Plan will be submitted within 30 calendar days of the 18-month anniversary of the issuance of the First Certificate of Occupancy, i.e. 18-19 months after that issuance. Subsequent Ongoing Monitoring and Reporting Plans shall similarly be submitted in 18-month increments with the addition of a 30-day grace period for each submission. Each subsequent Plan will be submitted 18-19 months after the previous form.

If the TDM Plan is found to be complete and ongoing as outlined in the TDM Plan and the submittals of the Ongoing Monitoring and Reporting Plans have been found satisfactory over four consecutive years, i.e. a minimum of three consecutive successful plan submissions - then the Project's Ongoing Monitoring and Reporting Plan requirement will shift to one submittal every three years. At that point, the City will conduct a site visit of the project once every three years, rather than every 18-19 months, to confirm all approved physical measures in the project's TDM Plan continue to be implemented and/or installed.

If, at any later time, the project fails to demonstrate satisfactory ongoing monitoring and reporting, the project can be required to revert back to submitting forms on the 18-month schedule until the project again demonstrates four consecutive years of satisfactory monitoring and reporting.

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. 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.

Additionally, a TDM Monitoring Plan may be required to monitor onsite and offsite parking, show the ratio of employees to the number of parking spaces used, and take additional steps to reduce trips if the target is not met. These additional steps include, but are not limited to:

- Implement additional TDM Measures
- Institute onsite pay for parking
- Institute a penalty for employees that park offsite and on street

5.3 TDM Plan Update

At any time after the project's approval, the Project may voluntarily initiate review of the TDM Plan by filing a TDM Plan Update. The TDM Plan Update shall include all of the items previously listed in the TDM Plan and provide what new or additional measures the Project would like to include in the TDM Plan.