

HQ, LLC (the “Petitioner”)

Petition #294-18

1314 Washington Street, 31 Davis Street, and 33 Davis Street, Newton

Date: October 23, 2018

TRANSPORTATION DEMAND MANAGEMENT PROGRAM (TDM)

The Petitioner agrees to adopt the following measures to encourage alternative forms of transportation and to reduce the number of automobile trips made to and from the site.

Transit Passes

The Petitioner will provide transit passes to its employees on an annual basis at no cost to the employees.

Bicycle Services

- **Secure Bicycle Parking.** Covered and secure bicycle parking will be provided on-site in a bike room. These spaces will encourage employees to purchase and utilize bicycles by treating the mode as a legitimate alternative to the private motor vehicle.
- **Bike Share.** Newton is exploring participation in a regional bike share program. Employees of the Petitioner will be encouraged to participate in this program. If bike sharing does not come to West Newton, then the Petitioner will purchase three bikes to be parked on-site for the Petitioner’s employees to use for free.

Shared Vehicle Services

Carpool Matching: MassDOT’s MassRIDES administers NuRide, a ride matching program that helps people with similar commutes find one another. All employees of the Petitioner will have the option to join this service. The site’s user interface is relatively easy to use and helps users identify people with extremely similar commutes by crowdsourcing information.

Marketing and Education

A key element of all TDM programs is letting potential users know that they exist. To that end, the Petitioner will provide information to its employees through channels such as:

- **Annual Mobility Education Meeting.** All employees will be invited to attend a Mobility Education meeting to learn about options once every year.
- The Petitioner’s employees will be distributed information packets, both paper and digital, including:

- Carshare membership information;
 - Bikeshare membership information;
 - Local bicycle map; and
 - Local transit map.
- The Petitioner will also post the aforementioned information.

Qualified Transportation Fringe Benefits

The Federal Commute Benefit program (as of September 2017) allows employees to receive a discount on commute costs through a pre-tax purchase program. This discount encourages employees to carefully consider transportation options, including cost rather than time. Ideally, the benefit “tips the scale” in favor of transit or bicycling by making these options even more affordable as compared to car ownership, insurance, and paying for parking.

The Petitioner’s employees will have the opportunity to enroll in Federally designated Commute benefit programs as current legislation allows.¹ In 2018, this means that employees are eligible for:

- Pre-tax payment of \$20 per month for employees who commute by bicycle
- A pre-tax transit pass up to \$260 annually
- Pre-tax parking payment up to \$260 annually
- Vanpool fees (including UberPOOL and LyftLine) up to \$260 annually

¹ IRS Publication 15-8 provides a recent review of benefits. <https://www.irs.gov/pub/irs-prior/p15b-2108.pdf>