

March 2016

Transportation Demand Management Plan (TDM)  
Proposed 60-child Day Care Center (Tiny World, Inc.)  
288 Walnut Street  
Newtonville, MA

This proposed Transportation Demand Management Plan (TDM) provides that the proposed 60-child day care at 288 Walnut Street, Newtonville, will include provisions to encourage carpooling, ridesharing, and MBTA usage and otherwise reduce the number of single-occupancy vehicles (SOVs) travelling to and from the site during times when onsite and on-street parking activities and traffic on the adjacent roadways are at their peak.

To achieve this objective, Tiny World, Inc. proposes the following measures:

Tiny World will assign a TDM coordinator who will be the contact and staff person responsible for implementing each of the following measures:

1. To maintain an updated on-site kiosk or bulletin board with information related to prospective ridesharing or carpooling arrangements for parents and staff.
2. To maintain and update the Tiny World website with a separate, easy-to-locate web page that will allow parents to post and seek out potential ridesharing and carpooling opportunities.
3. To promote the ridesharing and carpooling program in the Tiny World marketing literature and through announcements of day care activities sent to parents of the general day care population.
4. To include an invitation of solicitation for parents to consider ridesharing and carpooling as part of the official course registration application used to enroll children.
5. To provide on-site, readily-available MBTA commuter rail and bus schedules and monthly pass information for employees and parents.
6. The coordinator will provide a parking and access plan to all employees and parents that will identify at a minimum the following:
  - a. That all parental vehicular access will occur along Bowers Street headed westbound using Harvard Street from Newtonville Avenue in a one-way traffic flow. Direct access from Newtonville Avenue to Bowers Street headed north will be prohibited.
  - b. The location of the designated drop off and pick up parking spaces along Bowers Street
  - c. The designated locations for employee parking
  - d. That the TDM coordinator will be available to assist with the drop off and pick up of children from the Bowers Street parking spaces in both the morning and afternoon peak hours on a continuing basis

7. Tiny World agrees to help subsidize the cost of monthly employee MBTA passes to further reduce vehicular access to the site, subject to the terms and conditions of the special permit approval process.
8. The TDM coordinator will further maintain an ongoing record of successful ridesharing and carpool matches and record all other outreach efforts including any subsidies of MBTA passes to demonstrate compliance with the TDM plan.