



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

March 28, 2003

To the Honorable, the City Council:

Please find attached for your information, an update on required monitoring of projects with approved Parking and Transportation Demand Management (PTDM) plans.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment



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Richard C. Rossi, Deputy City Manager

Memo

To: Robert W. Healy, City Manager
From: Catherine Preston, PTDM Planning Officer
Date: 3/27/03
Re: PTDM Monitoring

This memo provides an update on required monitoring of projects with approved Parking and Transportation Demand Management (PTDM) Plans. Since November 1998, any non-residential project that has created new parking has been subject to the Parking and Transportation Demand Management Ordinance. The ordinance requires that projects adding parking, bringing the total to 20 or more spaces, commit to a numeric reduction in the percentage of people accessing the project via single occupant vehicle (also known as "mode split") and prepare and have approved a plan for achieving this commitment. Monitoring and reporting to show whether this mode split commitment has been achieved is a requirement of all plans. Monitoring begins approximately one year after the new facility is occupied. For projects with a total of 5-19 parking spaces, a commitment to implement 3 transportation demand management measures is required, but there is no mode split commitment or annual monitoring.

Thirteen projects with PTDM approvals completed monitoring in 2002. Six small projects did not have monitoring requirements.

Projects Monitored

A wide variety of projects are represented among those reporting this year. They include a neighborhood restaurant, the retail and office portions of a mixed-used building, a small incubator-style office building, an R&D lab building and a large, multi-building office/R&D development. The projects created from zero to over 500,000 square feet of new development and 6 and 1175 new parking spaces. Over 4,500 people are employed at these 13 sites.

Monitoring reliability

Response rates to employee mode split surveys was quite good across the board. Of the thirteen projects conducting surveys, eleven had response rates of 60% or greater, with four reporting response rates in excess of 75%. This type of response, coupled with bi-annual driveway/parking utilization monitoring, helps give us confidence that these results are reliable.

Mode Split Results

Nine of the thirteen PTDM projects met their PTDM mode split commitments for 2002. Projects meeting their mode split commitments all showed SOV driving rates of less than that projected. Most

projects showed a 20%-30% reduction from the baseline SOV rates. Compliant mode splits ranged from a low of 28% SOV to a high of 53%.

All four of the projects which did not meet their commitment are more than 1/4 mile from rapid transit. Further, the ratios of employment to parking spaces at the four sites, with current employment levels, are not conducive to meeting the aggressive mode split commitments set in the approved PTDM plans. Several of these sites have space which is either unleased or under-occupied due to reductions in staffing or slower than anticipated hiring. This has lead to an imbalance in the employee-to-parking space ratios. This appears to confirm national research that over-supply of parking contributes to higher SOV rates.

In addition, six projects with special permits requirements but no PTDM requirements submitted reports on the status of implementation of TDM measures and/or their mode splits. Five of these projects were required to complete mode split surveys and reported employee SOV mode splits of between 32% and 61%.

TDM Measures Implemented

A wide variety of measures have been implemented in order to meet these mode split goals. While all PTDM plans include measures to promote all types of non-SOV travel, the ordinance allows property owners and employers some flexibility in determining which measures best fit their particular circumstances. Measures typically implemented include MBTA pass subsidies of varying levels, reserved parking for carpools, extensive bicycle parking, showers and changing facilities for bicycle commuters, parking fee incentives, shuttles to the Red, Green, and Orange lines, as well as commuter rail. Some projects have also employed techniques such as providing financial incentives for walking and biking, combining summer picnics with transportation information, offering alternative mode commuters the opportunity to park occasionally, and using carsharing to reduce the need for personal vehicles to run errands or see clients during the day.

Future monitoring

Seven additional projects are expected to begin reporting in 2003, pending occupancy.

In summary, initial results indicate that the majority of projects are meeting or surpassing their mode split commitments. The property owners, employers and employees have taken these measures seriously and are striving to reduce their single occupant vehicle driving. Monitoring and reporting helps identify challenges for projects having difficulty meeting their goals and will help identify opportunities as we learn more about the trip-making at all projects. As this was the first year of monitoring for most projects, it is difficult at this point to draw detailed conclusions from these results. However, in subsequent years, we will further examine results to identify trends and evaluate the effectiveness of the various TDM measures employed by projects.

Please forward this information to the City Council. Thank you very much.

S-113

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of projects with approved Parking
and Transportation Demand
Management (PTDM) Plans.

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