PTDM Ordinance

Adopted 1998; made permanent Sept 2006

Trigger is creation of new non-residential parking

Building permits, variances, etc. only with approved PTDM plan

Enforcement
Large Project PTDM Plan

20+ parking spaces

SOV mode share commitment
  • 10% below 1990 Census Data or Traffic Impact Study/baseline survey

Comprehensive set of TDM measures

Annual monitoring and reporting
  • Employee / patron mode split survey
  • Implementation status of TDM measures
  • Driveway and parking occupancy counts (every 2 yrs)
Small Project PTDM Plan

5 to 19 parking spaces

Minimum of three TDM measures

No SOV mode share commitment

No annual monitoring and reporting
Sample TDM Measures

<table>
<thead>
<tr>
<th>Robust</th>
<th>Moderate</th>
<th>Minimal</th>
</tr>
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<tbody>
<tr>
<td>Market-rate parking or cash-out/Transportation Benefit</td>
<td>Raffle for non-SOV employees</td>
<td>Emergency Ride Home Program</td>
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<tr>
<td>Daily parking rate equal to a portion of monthly rate, no monthly pass</td>
<td>Carshare parking spaces</td>
<td>Flexible work hours or telecommuting</td>
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<tr>
<td>HOV parking discount</td>
<td>10% HOV preferential parking spaces</td>
<td>Carpool/vanpool ridematching</td>
</tr>
<tr>
<td>100% Transit subsidy</td>
<td>Pre-tax transit purchase</td>
<td>Promotion of location convenient to public transportation on brochures and website</td>
</tr>
<tr>
<td>Free shuttle</td>
<td>Transportation Management Association membership</td>
<td>Annual transportation event</td>
</tr>
<tr>
<td>Park-and-ride reimbursement</td>
<td>Bus shelters</td>
<td>Transportation Coordinator</td>
</tr>
<tr>
<td>Bike/walk subsidy, Hubway member</td>
<td>Bike repair service</td>
<td>Elevator large enough for 2 bikes placed horizontally on the floor</td>
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<tr>
<td>Donate Hubway bikeshare station</td>
<td>EV charging station—Level 2 or higher</td>
<td>Bike buddy matching</td>
</tr>
<tr>
<td>Vanpool subsidy</td>
<td>Shower/locker available</td>
<td>Transportation bulletin board in central location, intranet</td>
</tr>
<tr>
<td>Employees paid for days they carpool</td>
<td></td>
<td>New employee transportation information packet</td>
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</tbody>
</table>
What are the most effective TDM measures?

- Low parking ratios
- Paid parking—Daily, not monthly
- Something-for-everyone benefit
- Hire locally

![Graph showing parking ratio comparison between 2009 and 2013. 2013 has a parking ratio of 1.1 compared to 1.3 in 2009. Only 67% of parking spaces were occupied in 2013.](image-url)
PTDM Participation

- 56 large plans
  - 40 in monitoring
- 17 small plans
- Office, R&D, retail, education, medical, restaurant
2014 PTDM Results

- 30,000 employees
- 11,000 grad students
- 24 million sq ft
- 18,000 parking spaces
- 39% Avg SOV (45% SOV goal)
Commuter Trends

Drive Alone

Sustainable Modes

Car-free commuting push pays off in Kendall Square

By Eric Moskowitz
Globe Staff

CAMBRIDGE — Doug Taylor used to get to work the way most Americans do — driving alone. Then he switched jobs to one of the many Kendall Square companies that offer financial incentives for employees to leave their cars at home.

After trying the commuter rail, the 48-year-old Medford resident soon discovered he could pocket even more by biking.

“Even though I had not owned a bicycle since high school, he now pedaled 12 miles most days, taking the T occasionally, driving rarely.”

“I enjoy the freedom of doing it and the exercise,” said Taylor, an associate director since January of an economic research group at Ironwood Pharmaceuticals. “Between riding the bike and the amount of walking I’ve done to and from [the T], I’ve actually lost 12 pounds.”

Taylor is one of the many commuters who are leaving their cars at home and finding that the car-free commuting pays off.

KENDALL SQUARE DAILY MOTOR VEHICLE TRAFFIC

Although more commuters are churning in and out of Kendall each day, many more than ever are going by T, bike, car pool, or foot.

As someone who has actually lived and worked here all this time, I can tell you that Kendall Square is changing.

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Thank you!

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