



Cambridge Commercial Parking Control Committee (CPCC)

October 22, 2025

**CITY OF
CAMBRIDGE**

Department of
Transportation

01. Welcome

Committee Manager

Adam Shulman (he/him/his), *Transportation Planner* | *Department of Transportation*
617-349-4745 | ashulman@cambridgema.gov

Department of Transportation

Brooke McKenna (she/her), *Commissioner*
617-349-4723 | bmckenna@cambridgema.gov

Stephanie Groll (she/her), *Assistant Commissioner for Transportation Planning*
617-349-4673 | sgroll@cambridgema.gov

Ryan McKinnon (they/them), *PTDM Planning Officer*
617-349-7240 | rmckinnon@cambridgema.gov

Remote Participation Instructions

Committee members:

- Please turn on your video.
- Unmute to speak.
- CPCCC member roll call: state your name, state you are present, and confirm meeting is clearly audible to you.

Members of the public:

- There will be an opportunity to share public comment at ~7:50 PM.
- At that time, you can raise your hand to join the queue.

Meeting 2: Goals

- **Purpose:** Finalize CPCC roles and communication protocols. Discussions on TDM Plan and criteria for approving commercial parking permits.
- **Outcome:** The CPCC is ready to move forward with reviewing applications.
- **Process:** Presentation, Discussions.

Meeting 2: Agenda

1. Welcome – 5 min
2. Approval of Minutes – 5 min
3. Chair/Vice Chair/Secretary Selection – 15 min
4. Communications Agreement / Code of Conduct – 15 min
5. Planning Policies and Goals related to Parking – 10 min
6. Transportation Demand Management (TDM) – 15 min
7. Guidelines for Approving Commercial Parking Spaces – 25 min
8. Public Comment – 10 min

02. Approval of Minutes

Minutes to Approve

- September 17, 2025

03. Selecting Leadership

Nominations and Potential Voting

- Chairperson (leads meeting)
- Vice-Chairperson (supports Chair, steps in during absences)
- Secretary (record keeping and minutes)

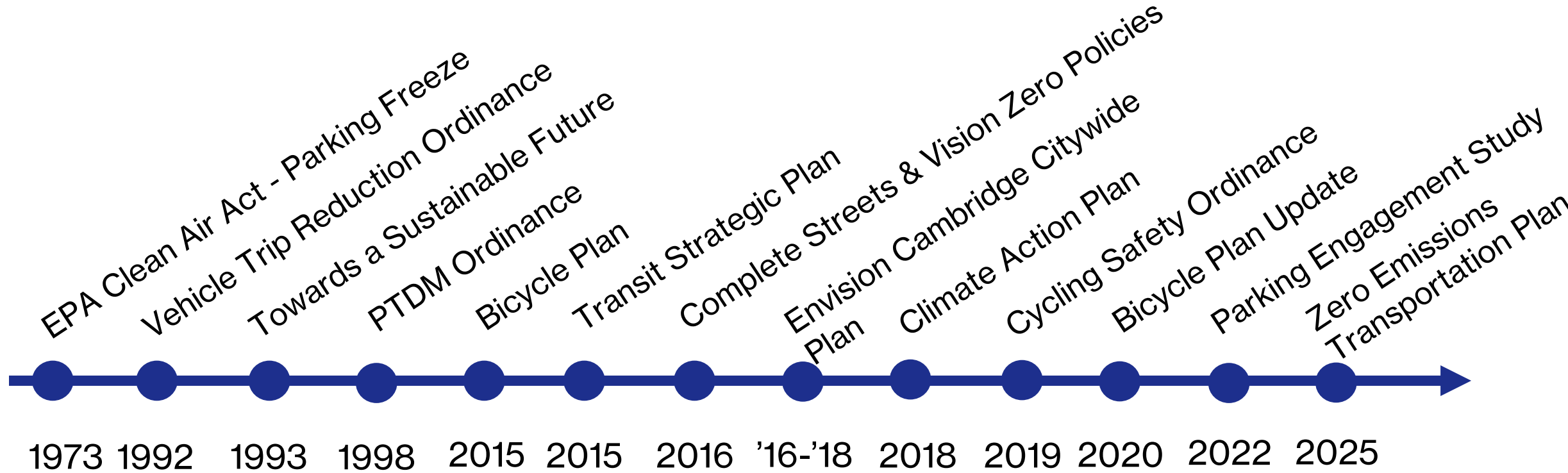
04. Communication Agreement/Code of Conduct

Discuss/Approve Communication Agreements and Codes of Conduct

- Show respect to all who participate
- Embrace diverse points of view
- Everyone gets a chance to share their views
- Avoid debates and interruptions
- Listen to understand, not to respond
- Do not engage in personal attacks

05. Transportation Planning Policies and Goals

Cambridge Transportation Policies and Plans



Cambridge's Transportation Goals

- Remove climate pollution from transportation in Cambridge
- Create a more accessible, safe, equitable, and affordable transportation system for traveling to, from, and around Cambridge

Metro Mayor's Coalition committed to be a net zero region by 2050

<https://www.mapc.org/get-involved/coalitions/mmc/>

Cutting Cambridge's Transportation Emissions

- 94% of transportation emissions come from cars and trucks
- Two ways to eliminate transportation emissions
 - Help people switch from driving to walk, bike, and public transportation
 - Help people switch from gas vehicles to electric vehicles
- Change is coming and we know it can be hard for people to make new habits.
- Cambridge is trying to give people what they need to be able to comfortably choose to walk, bike, and take public transit more
- Some changes reduce on-street parking, so we want to get the most use out of our parking spaces.

05. Transportation Demand Management (TDM)

What is Transportation Demand Management?

Transportation Demand Management (TDM) measures encourage people to switch from driving alone to walking, biking, taking buses and trains, carpooling, and other sustainable transportation options.

Types of TDM measures include:

- Incentives for using sustainable transportation
- Disincentives for driving alone
- Programs that promote a culture of using sustainable transportation

Goals of Cambridge's TDM Program

- Improve mobility and access
- Reduce traffic congestion and air pollution
- Increase traffic safety

Cambridge's TDM Program has a long history

- TDM measures appear as conditions in Planning Board Special Permits as far back as the 1980s
- TDM is required in certain situations by the Commercial Parking Space Permits Ordinance (1997) and the Parking and Transportation Demand Management Ordinance (1998)

Some Commercial Parking applications will include TDM plans

10.16.040(c)(9):

- For parking facilities with 20 or more total parking spaces, a plan, approved in writing by the City Manager's designee for regulation and control of air pollution from motor vehicles. Such plan shall describe traffic mitigation and parking and transportation demand management measure which will be implemented **at the subject parking facility or elsewhere in Cambridge** to minimize air pollution, single-occupant vehicle trips, and/or vehicle miles of travel to be generated by the proposed commercial parking space(s).

Effective TDM for Commercial Parking

- Charge market rate for parking
- Measures that improve access or experience of other modes
 - Bluebikes public bikeshare stations
 - Publicly accessible bike parking
 - Pedestrian improvements (benches, shade, screening, etc)
 - Transit improvements (bus shelters, real-time arrival information, etc)

Types of TDM Plans

Type	When?	TDM Measures	Commitment to reduce % of users driving alone	Annual reporting
Large Project PTDM	Increased or changed type of parking, 20+ spaces*	✓	✓	✓
Small Project PTDM	Increased or changed type of parking, 5-19 spaces*	✓	-	Rarely
Planning Board Special Permit	Large development	✓	Sometimes	Usually
Commercial Parking TDM	20+ spaces if another type of TDM Plan is not required	✓	-	-

* Special rules apply along Flexible Parking Corridors

06. Criteria for Approving Commercial Parking Permit

Purpose

- The purpose of the Commercial Parking Space Permit ordinance 10.16 was to establish Commercial Parking Permits and its rules and regulations, and establishment of the Commercial Parking Control Committee.

Objective

- The objective was to control air pollution by capping the number of commercial parking spaces that can be permitted.
- From your reading of the ordinance, do you think there were other objectives?

Criteria to evaluate applications and making a determinations

Number of spaces

1. Whether the applicant requests ten or fewer Commercial Parking Spaces and whether the parking facility would have a combined total of twenty or fewer parking spaces if the application is granted;

Hire Cambridge residents

2. Whether the application includes a written plan to make a good faith effort to hire qualified Cambridge residents as employees and a commitment to consult with the Cambridge Office of Work Force Development

City planning and policy goals

3. Whether the project is consistent with the City's established planning and policy goals

Criteria to evaluate applications and making a determinations

City planning
and policy
goals

Whether the project is consistent with the City's established planning and policy goals

- **Flexible parking corridors**

The goal of Flexible Parking Corridors is to reduce the impact of on-street parking removal as we build our bike and bus networks. A complete bike and bus network will reduce demand for parking in the long-term. Flexible Parking Corridors create simpler rules for who is allowed to park in existing parking lots and garages along those streets.

- **Other city planning policies and goals are in city plans and ordinances, such as:**

- Reducing single-occupancy-vehicle trips
- Encouraging and supporting multimodal options (e.g., walking, biking, transit, carpool)
- Discourage vehicles through residential areas
- Vision Zero and safety for all users of the transportation network

Criteria to evaluate applications and making a determinations



TDM Plan

For facilities with 20 or more total parking spaces, a plan, approved by the City PTDM Planning Officer.

Such plan shall describe traffic mitigation and parking and transportation demand management measure which will be implemented at the subject parking facility or elsewhere in Cambridge to minimize air pollution, single-occupant vehicle trips, and/or vehicle miles of travel to be generated by the proposed commercial parking space(s).

- If required, TDM plan shall be approved by the City's PTDM officer

Other Potential Criteria to Consider

Number of Spaces	Whether the number of spaces is fair or appropriate - Example, no more than 20% of spaces in the bank
Location	Whether the location of the spaces are appropriate - Example, located on residential streets, in business districts, spread out in city, driveway location and traffic impacts
New or Existing Spaces	Whether adding new parking spaces in the city or using existing unused spaces
Start/End Data	Whether the parking facility will be for an indefinite or a specific period of time.
Need and Expected Users	Whether there is a need for commercial spaces and who will the spaces serve - Example, City vs. non-city residents, employees, customers, residents.
Control of spaces	Whether the proposed control of spaces for each category of use will be suitable

Other Potential Criteria to Consider

- Discussion

Options:

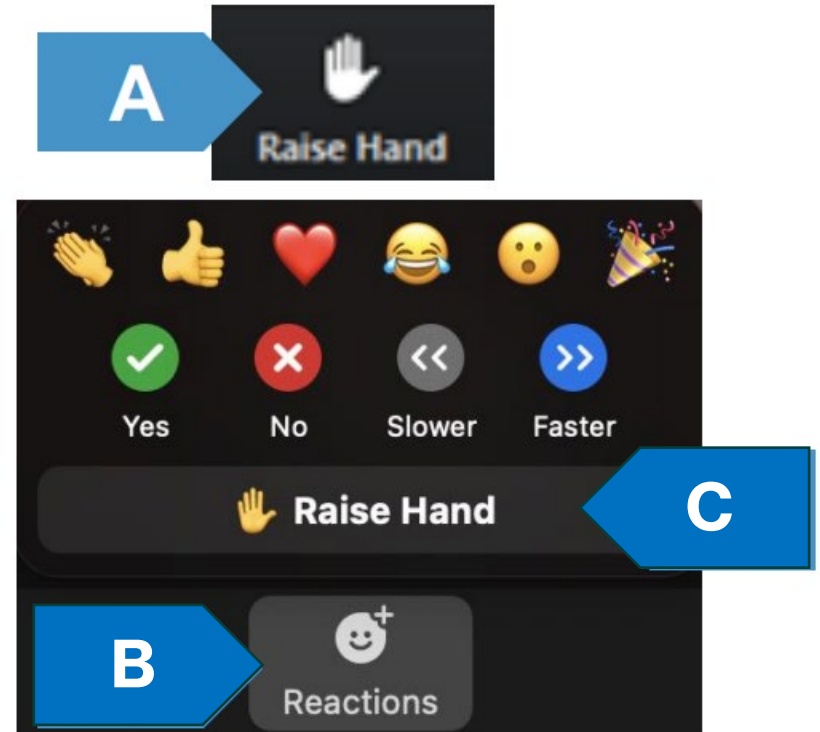
- CPCC members evaluate application individually, raise questions and participate in Committee discussions at hearing.
- CPCC creates a more formal set of criteria
 - I.e., ranking or point system

Q&A

- CPCCC Committee members
- Public

Remote Participants

- Please use the **"Raise Hand"** button, we will call on you in order of raised hands
- **To raise your hand** either click on the Raised Hand (A) or click "Reactions" (B) then Raise Hand (C)



04. Next Steps

Next Steps & Additional Resources

Next Steps

- CPCC to review applications for Commercial Parking Facility Permits
- Next hearing date to be determined based on applications submitted

Resources

[CPCC Webpage](#) - Includes links to the Commercial Parking Facility application and City Ordinance.

[PTDM Webpage](#)

[Flexible Parking Webpage](#)

Thank You!