


CITY OF CAMBRIDGE
Traffic, Parking and Transportation
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MEMORANDUM

To: Cambridge Planning Board
From: Joseph E. Barr, Director 
Date: October 12, 2018
Re: 541 Massachusetts Avenue (RMD) (PB#339)

The Cambridge Traffic, Parking and Transportation Department (TP&T) has reviewed the Special Permit Application from Revolutionary Clinics II, Inc. for a Project to operate a Registered Marijuana Dispensary (RMD) in a 6,500 square foot building located at 541 Massachusetts Avenue in Central Square. TP&T offers the Planning Board the following comments for your consideration.

Trip Generation

The Special Permit Application included a transportation analysis by Howard Stein Hudson dated July 10, 2018. Howard Stein Hudson estimated the Project would serve approximately 120 patients per day and have approximately 20 full-time staff, with approximately 8-12 employees on site at any given time. The mode shares for both patient and staff were estimated as, 26% vehicle, 45% public transit, 19% walking, and 10% biking, and the Project would generate the following daily and evening peak hour trips:

Trip Generation Estimate based on an Estimated Number of Patients/Staff

	Vehicle	Transit	Walk	Bike
Daily Trips	62	118	52	26
Evening Peak Hour	8	15	7	3

In addition, Howard Stein Hudson also calculated trip generation based on the Institute of Transportation Engineers (ITE) Trip Generation Manual, 10 Edition, which included trip rates for Marijuana Dispensary (Land Use Code 882). The ITE trip rates were based on 4 dispensaries in Oregon and Colorado with sizes that ranged from 725 sf to 3,411 sf. Based on the ITE data, the proposed Project at 541 Massachusetts Avenue would generate the following daily and evening peak hour trips:

Trip Generation Estimate based on ITE Trip Rates

	Vehicle	Transit	Walk	Bike
Daily Trips	396	774	326	172
Evening Peak Hour	34	64	28	14

As can be seen from the two tables above, the Project's trip generation estimates range, such as between 8 to 34 vehicle trips during the evening peak hour. Because at this time there is limited data on trip

generation for a registered marijuana dispensary, TP&T doesn't know which estimates will be more accurate. TP&T expects some additional data will become available from the existing RMD Projects in Cambridge through their required transportation monitoring reports in winter 2018. For now, TP&T believes that most of the trips to and from the Project will likely be by modes other than driving, such as taking transit, walking, or bicycling, and we believe the Project will not cause substantial adverse traffic impacts to the prevailing traffic conditions in the area by this proposed registered marijuana dispensary project.

Automobile Parking

For patrons and employees that need to drive, the Project is served by existing municipal parking lots, on-street metered parking spaces, and a commercial parking garage located at 55 Franklin Street at University Park. Because Central Square has many transportation options, other than driving and parking, such as using the MBTA Red Line, MBTA bus routes #1, #47, #64, #70/70A, #83, #91 and #CT1, and four Blue Bikes Stations, TP&T supports a Planning Board Special permit for zero parking spaces for his Project.

Bicycle Parking

The Project proposes to provide 4 bicycle spaces (i.e., 2 bike racks) on-site in the building to accommodate long-term bike parking for employees. The bike spaces will be accessible from the front door and will meet the City's bicycle parking zoning requirements. The long-term bicycle parking area should be kept clear from any obstruction.

Because the project has no property line setback to accommodate short-term bicycle parking on its property, TP&T recommends that the Applicant contribute to the City Public Bike fund for 6 bicycle spaces (i.e., 3 bike racks, or a total one-time payment of \$2,400). This payment should be made prior to the issuance of a Building Permit. The funds will be used by the city to install new bike racks in the Central Square area to supplement the existing bike racks currently located in the area which are highly used.

Transit Support

To support the use of transit for employees and patrons, TP&T recommends the Applicant contribute \$35,000 to the City prior to the issuance of a Building Permit, to help improve transit services and information in Central Square. The funds would be used by the City to benefit transit, such as providing real-time bus arrival information at bus stops.

TP&T believes that the best way to minimize any traffic and parking impacts from this Project is for the Applicant to provide robust Transportation Demand Management (TDM) measures to advise and encourage all staff and patients to travel by sustainable modes, such as walking, bicycling and taking public transit, as well as a transportation monitoring program. The TDM measures and monitoring program are consistent with the other approved registered marijuana dispensaries in Cambridge.

Implement Transportation Demand Management (TDM) Measures

1. Provide 65% MBTA T-Pass subsidies, up to the federal fringe benefit limit, to all employees (may prorate incentive for part-time employees). The program shall be administered by the employer through the MBTA Corporate Pass Program.
2. Offer all employees Gold-Level Blue Bike bikeshare membership, to be administered through the Blue Bikes Corporate Program by the employer.
3. Provide lockers for employees that walk or bike to work.

4. Have available an air pump and bicycle repair tools for employee and customers to use when needed.
5. Designate an employee of the facility as a Transportation Coordinator (TC) to manage the implementation of Transportation Demand Management (TDM) measures and a Transportation Monitoring program. The TC will:
 - a. Post in a central and visible location (i.e. lobby for customers, break room for employees) information on available non-automobile services in the area, including, but not limited to:
 - i. Available pedestrian and bicycle facilities near the Project site.
 - ii. MBTA maps, schedules and fares.
 - iii. "Getting Around in Cambridge" map (available at the Cambridge Community Development office).
 - iv. Locations of bicycle parking.
 - v. Carsharing/ridematching programs.
 - vi. Blue Bikes bikesharing system.
 - vii. Carpooling/vanpooling programs.
 - viii. Other pertinent transportation information.
 - Instead or in addition to posting paper MBTA schedules, provide a real-time transit and Blue Bikes display screen or tablet in a central location to help people decide which mode to choose for each trip.
 - b. Compile and provide to all employees up-to date transportation information explaining all commuter options. This information should also be distributed to all new employees as part of their orientation.
 - c. Provide or describe to customers information on transportation options to access the site.
 - d. Provide and maintain information on the project's/facility's public website, newsletters, social media, etc. on how to access the site by all modes, with emphasis on non-automobile modes.
 - e. Participate in any TC training offered by the City or local Transportation Management Association.

Transportation Monitoring and Reporting Program

1. The TC will implement an annual transportation monitoring program which will involve surveying employees and customers on their travel modes and where they customarily park (cars and bikes). This monitoring data should help to inform the development of future medical marijuana dispensary projects, as we begin to better understand the trip generation and the demand for various travel modes. The annual monitoring program shall be in place for 10 years following the issuance of the project's Occupancy Permit at which time TP&T will work with the applicant to determine if it would be beneficial to continue the monitoring program.
2. The monitoring program should include information/observations of the loading activities (i.e., locations, number of times per week, etc.).
3. All surveys shall be designed and conducted in a manner approved by TP&T and the Community Development Department (CDD).
4. Approval of the form of any survey instrument or monitoring method should be approved before issuance of the Certificate of Occupancy.
5. Surveying shall begin one year from the date of the first Certificate of Occupancy. If the Certificate of Occupancy is issued between September 1st and February 29th, the monitoring should take place during the months of September or October and be reported to the City no later than November 30. If the Certificate of Occupancy is issued between March 1st and August 31st, monitoring should take place during the months of April or May and be reported to the City no later than June 30.

Loading and Service Delivery Operations and Management Plan

TP&T has the following recommendations for the project's loading and service delivery operations:

1. The Applicant should provide a loading and service delivery management plan that includes all delivery activity to the facility, to TP&T for TP&T's approval prior to the issuance of a Building Permit.
2. At no time shall a vehicle park or stop on any public street or municipal parking lot in a manner that blocks traffic or impedes the flow of pedestrians or bicycles.
3. All loading must be conducted from legal locations, without using No Stopping zones or Double Parking.
4. If loading, pick-up/drop-off activities cause issues on public users and infrastructure (e.g. vehicles blocking other vehicles, illegal parking, etc.) then the Applicant must work with the City to resolve it.
5. The applicant indicated that they will not be operating any deliveries through the 541 Massachusetts Avenue site.