



CITY OF CAMBRIDGE

TRAFFIC, PARKING, + TRANSPORTATION

MEMORANDUM

To: Cambridge Planning Board

From: Joseph E. Barr, Director

Date: December 21, 2020

Subject: CambridgeSide 2.0 Redevelopment Project (PB#364)

The Cambridge Traffic, Parking, and Transportation Department (TP+T) has been working with New England Development on the CambridgeSide 2.0 Project (PB#364) since earlier this year when we receive a Transportation Impact Study (TIS) scope request. TP+T certified the TIS on August 4, 2020 and we submitted our initial comment memo, dated September 25, 2020, to the Planning Board. TP+T has reviewed the Project's Final Development Plan Supplement materials dated November 20, 2020 and we have continued to work with New England Development on this Project.

Overall, TP+T supports the Project and we believe that New England Development and TP+T share similar goals for the Project and East Cambridge area in general, such as the following:

- ✓ Reduce overall vehicle trips; shift trips to other modes.
- ✓ Promote and support use of transit, walking and bicycling use.
- ✓ Improve safety at intersections and on streets for all modes
- ✓ Improve transit, pedestrian, and bicycle connections, convenience and safety for all users.
- ✓ Manage parking demand through Transportation Demand Management (TDM); incentivize non-single Occupant Vehicle (SOV) modes.
- ✓ Actively manage loading and deliveries.
- ✓ Monitor trip generation and transportation impacts.

TP+T's September 25, 2020 Planning Board memo provided a summary of the Project's transportation impacts documented in the TIS, and TP+T's initial comments and recommendations. In this memo we provide more detailed and updated comments and recommendations for the Project, including proposed mitigation deadlines. The mitigation measures below should be in place before the completion of the full project but should also be subject to reasonable changes or adjustments by TP+T, in coordination with CDD and DPW, as dictated by the ultimate schedule and circumstances of the development build-out.

TP+T expects that further detailed design review will continue to occur as the Project advances through the Continued Design Review and the Building Permit process for each individual building. TP+T's design review will focus on streets and sidewalks, pavement markings and signage (including wayfinding signs), loading and service

delivery plan, traffic mitigation and TDM measures, and construction management. New England Development has been working cooperatively with TP+T since CambridgeSide was originally developed and we expect that relationship will continue into the future.

Automobile Parking Supply

Overall, TP+T supports the total build-out parking supply of 1,695 automobile parking spaces which will be a reduction from the current 2,490 spaces through the elimination of the upper parking garage. The site has never used its full parking supply and TP+T believes that the parking plan is consistent with the Envision Cambridge Plan, zoning for the site, the City’s 2013 Kendall Square-Central Square (K2C2) planning study, and other City plans and policies. It is also important to note that the reduction in parking spaces will not occur until subsequent phases of the Project (around 2023), after the completion of the 20 CambridgeSide Place (also known as the Macy’s store) and 60 First Street buildings (also known as the Sears store).

For automobile parking, TP+T recommends the following parking management parameters, that should be conditions of the Planning Board Special Permit:

The 1,695 spaces will continue to be a commercial parking facility.
The parking garage will continue to voluntarily be available to Cambridge residents during declared snow emergencies (most of the Office/R&D/Retail employees will not be working at the site during snow emergencies, so there should be plenty of available parking spaces).
The parking will be used to meet the Project’s parking needs as documented in the Project’s Transportation Impact Study and will include shared parking between uses that have peak parking demands at different times of the day, such as Office/R&D and Residential uses.
New England Development will continue to meet their long-term parking agreements with the Hotel Marlowe, the Hotel Sonesta and the previous Lotus building.
Market rate parking fees will be charged to employees and not subsidized by employers.
At least 5% of the parking spaces (85 spaces) shall be High Occupancy Vehicle (HOV) spaces which may have a reduced fee as approved by TP+T and CDD. Additional details for parking requirements for individual uses (i.e. Office/R&D, Residential and Retail uses) are discussed in the Transportation Mitigation section of this memo below.
At least 8 spaces in the garage shall be made available for carsharing vehicles (e.g. Zipcars). These spaces may be provided free to carshare companies or a fee will be determined by New England Development and the private carshare company. As demand dictates additional carshare vehicle spaces should be added over time.
New England Development shall study the implementation of charging employee parking fees on a daily basis rather than monthly. While there are various technologies that may assist in accomplishing this, it is acknowledged that changing the parking collections system will require additional review by New England Development with their operations staff. Charging parking on a daily basis, rather than monthly shall be implemented for new tenants upon issuance of a building permit for the first Building in Phase I. It will not be required for existing or current tenants and will not be required for any existing/current (“grandfathered”) tenants that choose to continue to renew their leases on a continuous basis. More information is provided below under the Office/R&D Transportation Demand Management measures (TDM).

Implement an annual transportation monitoring program designed and conducted in a manner approved by CDD and TP&T before the issuance of the first Certificate of Occupancy for development authorized by this Special Permit. At a minimum, the monitoring program will include, but not be limited to a) An annual survey shall be conducted of office, lab, and retail employees. b) Mode shares by origin, response rate, number of employees, number of parking access cards issued and user type, status of required TDM measures, and trend data over time. c) Annual reports to TP &T and CDD on monthly and hourly weekday and weekend garage and bike rack occupancy (vehicles and bicycles), including user groups of the garage.

The data and format shall be approved by CDD and TP&T based on reporting by the garage operator. Monitoring and surveying shall begin when the occupancy of the project has reached 90% or within one year to the date of the first certificate of occupancy, whichever is sooner. If the certificate of occupancy is issued between September 1st and February 29th, the monitoring shall take place during the months of September or October and be reported to the City no later than November 30th. If the certificate of occupancy is issued between March 1st and August 31st, monitoring shall take place during the months of April or May and be reported to the City no later than June 30.

A minimum of 17 parking spaces should have electric charging stations. At least 10 of the 17 charging stations shall be available for public use. As demand dictates additional charging stations should be added over time.

After the demolition of the upper parking garage, if New England Development wants to increase the number of vehicle parking spaces in the lower garage (i.e. from 1,695 spaces) by using technology or managed parking measures, they should seek a Minor Amendment from the Planning Board.

The property owner should update their Commercial Parking Facility Permit with TP+T prior to the issuance of the first Occupancy Permit (either 20 CambridgeSide Place or 60 First Street, whichever is completed first). This will be important to adjust the current limit on the number of parking spaces that can be made available before 10 AM.

Bicycle Parking

The Project is seeking a reduction from zoning required long-term bicycle spaces from 457 to 450 spaces. TP+T believes that 7 long-term bicycle spaces out of 457 spaces is not a significant difference. We also believe that 450 long-term bicycle spaces will be sufficient for some sharing of bicycle parking spaces by site users that may have peak bicycle parking demands at different times of the day (i.e. residential versus office uses).

The Project is also seeking a reduction in zoning required short-term bicycle parking spaces from 146 to 119 spaces. New England Development stated that they cannot fit 146 short-term bicycle spaces on their property. TP+T recommends that the Project work with TP+T and CDD on the final number and locations for short-term bicycle parking spaces and recommends that the Applicant contribute to the City's Public Bicycle Parking Fund for the number of bicycle spaces not installed up to the 146 zoning required spaces, as provided in the Zoning Code. For example, if 119 short-term bicycle spaces are approved by TP+T and CDD, the Project should then contribute funds for 27 bicycle spaces (e.g., if there are 14 additional bicycle racks required, that would amount to \$800 per rack or \$11,200) toward the City's Public Bicycle Parking Fund. The funds will be used by the City to install short-term bicycle racks in the East Cambridge area.

TP+T notes that any existing bicycle parking spaces must meet city standards for bicycle racks to count toward the zoning number of long-term and short-term bicycle parking spaces. For example, some existing bicycle racks and layout at the site do not meet City standards and will not count toward zoning minimum unless they are replaced with compliant racks and dimensional layout.

Lastly, TP+T recommends that the Project provide bicycle repair stands/tools and electric outlets in bicycle rooms for charging e-bikes, or other small electric mobility devices, as electric devices extend the distance that people can commute without a car.

Loading

TP+T supports the Project's loading plan which will generally continue to use the existing site's loading areas. All loading activities shall occur on the Project's site.

TP+T will work with the Applicant on the detailed design for the loading areas as part of the Building Permit review process to make sure that they will be functional.

Transit

One of the best ways to mitigate the Project's traffic impacts is for users of the site to travel by transit instead of driving alone. Starting with the initial development of CambridgeSide in 1990, the owner has made commitments for transit, primarily through a shuttle bus service. The requirement was part of the original MEPA process and through the Cambridge Planning Board Special Permit process. It was anticipated in the early transit planning that the shuttle bus would expand and/or be consolidated with other area developments over time.

The CambridgeSide shuttle bus route initially considered a connection between CambridgeSide, Lechmere MBTA Station and the Kendall Square MBTA Station. The final route connects CambridgeSide to the Kendall Square MBTA Station only because it was felt that people would walk the short 5-minutes to and from Lechmere Station instead of using a shuttle bus.

As stated above, unlike the original idea for the CambridgeSide Shuttle bus, the shuttle bus never expanded or consolidated with other services. The Charles River TMA's EZ Ride bus (of which CambridgeSide is a member) connects to North Station, Lechmere Station, CambridgeSide, Kendall Square Station and other points beyond. TP+T has been suggesting that the CambridgeSide shuttle bus be consolidated with the EZ Ride (particularly as the office and residential components of the site grow), and New England Development has expressed a commitment to work on that, but more work and logistical details are still needed. TP+T's goal is for a frequent and reliable transit service between CambridgeSide and other important transit hubs for the purpose of reducing automobile traffic to and from CambridgeSide. TP+T also believes that the transit service can be beneficial to all businesses, residents, and visitors in East Cambridge and Kendall Square areas. In the Transportation Mitigation section below TP+T recommends a stepped action plan to both enhance the existing CambridgeSide shuttle initially but work toward an expanded and consolidated service that could be in place upon the final

occupancy of the full Project or sooner. It will need to include some further funding by CambridgeSide, and potentially software technology or other measures to account for different user groups using the same bus with potentially different fare rates or even free rides. The City is planning to undertake a shuttle bus study of Kendall Square and surrounding areas in the near future and recommends a contribution toward that study as well as commitments toward implementing the recommendations.

Transportation Mitigation:

TP+T provides the following recommendations for transportation mitigation to offset the traffic impacts from the CambridgeSide 2.0 Project.

Transportation Mitigation	Due Date
Finance the purchase and City installation of one (1) large-size (i.e. 27 dock) Bluebikes Station on the Project's site. The final location for the on-site Bluebikes Station will be developed in coordination with the Community Development Department and finalized before a Special Permit is issued.	The contribution will be made prior to the issuance of the first Building Permit.
Reconstruct the intersection of CambridgeSide Place at Land Boulevard/Hotel Sonesta driveway including, but not limited to, signal equipment upgrades, compliant pedestrian ramps, Accessible Pedestrian Signals (APS), signal timing coordination, signage and pavement markings, bicycle access and facility improvements, etc. This item mitigates TIS exceedance at this intersection and improve signal operations for all modes.	Commence prior to the final Occupancy Permits for Phase I (20 CambridgeSide Place and 60 First Street buildings). This item must be completed prior to a Building Permit for any subsequent phases of the Project or as otherwise approved by TP+T, and subject to approval by DCR.
In coordination and approved by TP+T, reconstruct CambridgeSide Place for enhanced street improvements based on discussion as part of the CambridgeSide Third Floor Re-tenanting project. This may include a permitted left-turn off CambridgeSide Place into to Lower Parking garage to prevent "U" turns in the CambridgeSide Place/Land Boulevard intersection.	Commence prior to the final Occupancy Permit for the Phase I (20 CambridgeSide Place and 60 First Street buildings). This item must be completed or approved by TP+T prior to a Building Permit for Subsequent phases of the Project.
Fully update traffic signal equipment at the First Street/Thorndike Street intersection including new cabinet/controller, APS units, potential transit signal priority for First Street, replace all signal heads as necessary that do not have 12" lenses and black signal	Prior to the issuance of a final Occupancy Permit for 60 First

<p>housing, replace all yellow poles and bases with black poles/bases and new conduit as necessary.</p> <p>This item mitigates the TIS Exceedance at this Intersection.</p>	<p>Street building (Sears building).</p>
<p>Update traffic signal equipment at First Street/Charles Street/CambridgeSide Place, including APS units, possible transit signal priority for First Street, wireless radio connection to Thorndike Street intersection, replace all signal heads as necessary that do not have 12" lenses and black signal housing, replace all yellow poles and bases with black poles/bases, new cabinet/controller, potential new conduit, (8) 16" ped signals with countdowns (there are no countdowns currently at this signal).</p>	<p>Commence prior to the final Occupancy Permit for the Phase I (20 CambridgeSide Place and 60 First Street buildings). This item must be completed or approved by TP+T prior to a Building Permit for Subsequent phases of the Project subject to TP+T's approved change to a later date in the schedule if reasonably needed for functional reasons. .</p>
<p>Update traffic signal equipment at Third Street/Charles Street which will have increase traffic traveling toward the First Street/Charles Street intersection. Improvements include new cabinet/controller (e.g. ground mount the existing pole mounted cabinet), APS units, update loop detection to video detection, replace existing 8" and/or yellow signals with 12" black signals.</p>	<p>Prior to the final Occupancy Permit for the final building in the Project.</p>
<p>Contribute to a First Street-Second Street Corridor Study for a 10% Concept Design.</p> <p>This item will help mitigate the Project's traffic impacts.</p>	<p>This item is currently underway.</p>
<p>Contribute up to \$1,000,000 towards (i) 100% design of recommended changes that come out of the First Street-Second Street Corridor Study and (ii) construction of the improvements that come out of the study. These funds shall not be used on work undertaken on the Project's property due to normal construction activity (i.e. adjacent sidewalk impacts, etc.).</p>	<p>Contribution shall be made prior to issuance of the Building Permit for the first Phase II building, subject to a later date as approved by TP+T for functional reasons.</p>
<p>Contribute \$100,000 to the City toward a Kendall Square shuttle bus study. The funds shall be provided to the City or the City may direct the Permittee to pay directly for the study or provide the funds to an entity that runs the study such as the Kendall Square Associates (KSA) or other entity. The contribution is expected to be combined with the Kendall Square shuttle bus study requirement for the 325 Binney Street project under PB#367).</p> <p>Implementation of the results of this study will help mitigate the Project's traffic impacts.</p>	<p>Funding of the study shall be provided to the City or entity authorized by the City prior to the Project receiving the First Building Permit. The deadline for the funding may be extended by TP+T and CDD if the study needs to be delayed due to</p>

	unforeseen circumstances.
<p>The permittee shall enhance the existing CambridgeSide shuttle bus operations (or consolidate with another bus service as approved by TP+T) to include minimum weekday hours from 6 AM to 9 PM and minimum weekend hours from 9AM to 9 PM. A weekday goal of 8-minute peak hour-headway or better and 15-minute off-peak hour headways or better and a weekend goal of 20-minute peak hour headways or better are also included. The enhanced transit plan should include CambridgeSide, Kendall and Lechmere Station. A future Transit plan for subsequent phases of the project shall add a connection to North Station.</p> <p>The permitted shall work cooperatively with the City to create a detailed "Transit Plan" for CambridgeSide which may include consolidation with another bus service, such as the EZRide.</p> <p>This item helps mitigate the projects new traffic impacts including new 2,838 daily vehicle trips.</p>	<p>Create an enhanced shuttle bus plan to be approved by TP+T and CDD and operational prior to the issuance of the Occupancy Permit for the first Building (i.e. 6 AM start, Kendall and New Lechmere station).</p> <p>Create an updated "Transit Plan" to be approved by TP+T and CDD prior to the issuance of Building Permit for the third Building in the Project with TP+T's ability to change to a later date in the schedule if reasonably needed for functional reasons (i.e. include North Station stop, potential consolidation with EZ Ride, headway goals identified, etc.). The full Transit Plan should be coordinated and informed by the Kendall Square shuttle bus study discussed above.</p>
<p>The permittee will join and renew annual membership in the Charles River Transportation Management Association (CRTMA) or an equivalent association and extend benefits to all site employees, such as ride-matching services to assist employee with finding carpool or vanpool partners.</p>	Ongoing.
<p>The permittee will provide tenants with an emergency ride home (ERH) program for all employees who commute by non-SOV mode at least three days a week. An ERH program may be provided by the CRTMA or a tenant's in-house program as may be required in their lease agreement.</p>	Ongoing.
<p>PB#66 Item 12 requires an annual contribution toward the Charles River TMA shuttle connection to North Station for \$45,000 which has not significantly changed since 2000 and should be updated to \$219,000 annually which is the lowest current rate for Large-Project TMA members. The rate shall be subject to reasonable and modest changes from the Charles River TMA Board. If the shuttle is discontinued or altered for any reason, the City may, in</p>	Continue level of existing annual payments, with increase to \$219,000 as proposed concurrent with issuance of an occupancy permit for

its sole discretion, use the foregoing amounts to fund measures to reduce traffic in the East Cambridge area.	the first Phase I building.
The permittee shall contribute \$800,000 toward transit improvements as approved by the City (e.g. transit studies, recommendations from the First Street-Second Street study (in addition to the \$1 million discuss above), MassDOT's Silver Line Expansion study, Kendall Square Mobility Task Force recommendations, or other transit related improvements determined by the City.	Contribution shall be made prior to issuance of a Building Permit for the third building in the Project with TP+T's ability to change to a later date in the schedule if reasonably needed
The Permittee shall continue to provide TP+T \$30,000K annual contributions toward transportation planning and coordination in for the East Cambridge area. This has been an ongoing contribution that was originally committed in the 1989 CambridgeSide Transit Plan.	This is not a new item. It's continuation of a past commitment.
Provide at 100% MBTA pass subsidy to all employees of the mall owner (i.e. Property staff). Or Offer employees a transportation benefit, in which all employees receive a \$150 per month subsidy for commute expenses, regardless of their commute mode (to be increased annual with the cost of inflation).	Ongoing
As committed to MassDOT in the SEIR, the Project will contribute approximately \$420,000 toward the Route 28 Corridor, including items such as transit signal priority equipment, extensions of bicycle facilities such as northwesterly from Third Street to the Squires Bridge, and south from Land Blvd. to Craigie Bridge and sidewalk and bus stop upgrades. In addition, The Project will make improvements along Land Boulevard (such as making improvements to the sidewalk adjacent to the Project site or adding bicycle facilities) and other transportation improvements as reviewed by the City and approved by DCR. Consistent with the SEIR for the Project, funds for these improvements will be escrowed and the expenditure of the funds will be determined based on the Project's performance under the Mode Split goals identified in the SEIR.	This item will be under the control of MassDOT and expected to be completed as part of the Section 61 portion of MEPA review. Funds escrowed by issuance of Building Permit for first Phase II building.
Designate a Transportation Coordinator for the employees of the Property Owner (i.e. Property staff). Oversee and market information to employees about transportation options. Provide annual transportation monitoring reports for the entire Project to TP+T and CDD in coordination with any tenant TC. (See below about additional responsibilities for a TC).	Ongoing
Offer Property Employees Annual Gold-Level Bluebikes membership.	Ongoing

Office/R&D Transportation Demand Management (TDM)

<p>As required in the site's zoning, at any time during Phase I or Phase II and after full occupancy, provide no more than 0.9 spaces per 1,000 sf parking passes for general office use/tenant/employees and no more than 0.8 spaces per 1,000 sf for R&D use/tenants/employees.</p>	<p>Ongoing</p>
<p>Charge employees market rate fees to park at the proposed facility and not subsidized by employers. Market rate fees are determined by surveying all employee parking facilities and parking available to the public within a radius of ½ mile of the site to determine the average price for parking.</p> <p>Conduct this market rate survey during the same month each year to determine whether the rate charged to employees should be adjusted upward. If market rates fall during a given period, employees may continue to be charged at the higher rate at the employer's discretion.</p>	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D Building.</p>
<p>New England Development shall study charging employees by day rather than monthly prior to issuance for the first Phase 1 occupancy permit.</p> <p>Beginning with the issuance of the Occupancy Permit for the first Phase I building, the applicant will implement charging parking fees by day rather than monthly to new tenant (unless determined by TP+T from the study that it is not feasible). Current tenants (e.g. as of the date of the issuance of this Special Permit) will not need to be charged by day, including those "grandfathered" tenant that renew their lease on a continual basis.</p>	<p>To be studied prior to issuance of Occupancy Permit for the first Phase I building. Implement charge by day rather than monthly for "new tenants" upon the issuance of the first Occupancy Permit for Phase I. Any Existing/Current tenants (grandfathered tenants) will not be subject to this requirement including if they renew their lease on a continual basis.</p>
<p>Write in the lease agreements with Office/R&D tenants that they shall provide a 100 percent discount for an MBTA pass via a pre-tax deduction program, up to the Federal fringe benefit level.</p> <p>Or</p> <p>The Permittee will include lease language requiring tenants to offer a transportation benefit, in which all employees receive a \$150 per month subsidy for commute expenses, regardless of their commute mode (to be increased annually with the cost of inflation).</p>	<p>Ongoing.</p>
<p>Either install a real-time multimodal transportation display screen at each Office building lobby to help people decide which mode to choose for each trip (transit,, carsharing vehicle, Bluebikes, etc.), or establish a transportation information center located in an area that is central, visible, convenient, and equally accessible to all employees and visitors. The center will feature information on:</p>	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D Building.</p>

<ul style="list-style-type: none"> a) Available pedestrian and bicycle facilities in the vicinity of the site b) MBTA maps, schedules, and fares c) Area shuttle map and schedule, if one exists d) "Getting Around in Cambridge" map and other transportation materials (available at the Cambridge Community Development office) e) Location of bicycle parking f) Bluebikes regional bikeshare system g) Carsharing h) Ride-matching i) Other pertinent transportation information 	
<p>Designate a transportation coordinator (TC) for the Office/R&D tenants to manage the TDM program. The TC will also oversee the marketing and promotion of transportation options to all of the tenant employees in a variety of ways:</p> <ul style="list-style-type: none"> a) Posting information in a prominent location in the building and on the Project's website, social media, and property newsletters. b) Responding to individual requests for information in person and via phone and email c) Performing annual transportation surveys. d) There may be one overall TC for the entire CambridgeSide 2.0 or individual TC's for major Office/R&D tenants. 	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D Building.</p>
<p>Require the TC to compile and distribute up-to-date information explaining all transportation options to all new employees as part of their New Employee Packet (available for purchase from the Community Development Department). The packets will contain information on both the range of options available and any programs to support the use of these options.</p>	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D Building.</p>
<p>Require that the TC be on-site during a minimum of 2 hours per week and be available during other times to employees via email and telephone. Email and phone information for the TC will be posted in the transportation information center.</p>	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D. Building.</p>
<p>Write in lease agreement for Tenants that Tenants shall offer each employee annual Gold-level Bluebikes membership.</p>	<p>Ongoing after issuance of Occupancy Permit of the first Phase I Office/R&D. Building.</p>
<p>If not under the Property owner's membership, the Office/R&D tenants shall have membership in Charles River TMA and access to ride EZ Ride for all tenant employees and ride matching services regardless of which organization it is associated with.</p>	<p>Demonstrate membership prior to issuance of Occupancy Permit.</p>
<p>In coordination with the Property owner TC, the Office/Tenant TC shall conduct annual transportation / TDM employee surveys using a form approved by CDD. The information shall be used by the Property owner TC in providing annual reports to TP+T and CDD.</p>	<p>Ongoing</p>

Residential Transportation Demand Management Measures (TDM)

<p>Offer each adult member of each household (up to 2) upon move-in a Charlie Card valued at the cost of a 100% bus/subway pass (subject to fare increases) for 3 consecutive months. This benefit will end after 3 months for the household and begins anew upon unit turnover.</p>	<p>Ongoing after issuance of Occupancy Permit of the residential building.</p>
<p>Offer each adult member of each household (up to 2) upon move-in a 1-year Gold-Level Bluebikes membership. This benefit will end after one year for the household and begins anew upon unit turnover.</p>	<p>Ongoing after issuance of Occupancy Permit of the residential building.</p>
<p>The Property Owner shall be a member of the Charles River TMA or require in the lease agreement for the Residential property owner (e.g. if the Residential portion of the project is sold off) to be a member of the Charles River Transportation Management Association (TMA) including offering free EZRide shuttle stickers for each adult member of each household each year.</p>	<p>Demonstrate membership prior to issuance of Occupancy Permit of the residential building.</p>
<p>Parking shall be charged separately from the residential rent, in order to remind tenants how much they pay for parking.</p>	<p>Ongoing after issuance of Occupancy Permit of the residential building.</p>
<p>Either install a real-time multimodal transportation display screen in the lobby of each residential building or other location as approved by the City to help residents decide which mode to choose for each trip (transit, carsharing vehicle, Bluebikes, etc.), or establish a transportation information center located in an area that is central, visible, convenient, and equally accessible to all residents and visitors. The center will feature information on:</p> <ul style="list-style-type: none"> a) Available pedestrian and bicycle facilities in the vicinity of the site b) MBTA maps, schedules, and fares c) Area shuttle map and schedule, if one exists d) "Getting Around in Cambridge" map and other transportation materials e) (available at the Cambridge Community Development office) f) Location of bicycle parking g) Bluebikes regional bikeshare system h) Carsharing i) Ride-matching j) Other pertinent transportation information 	<p>Prior to the issuance of Occupancy Permit of the residential building.</p>
<p>If not under the Property owner's responsibility, the Residential property owner or tenant shall designate a transportation coordinator (TC) to manage the TDM program for the Residences. The TC will also oversee the marketing and promotion of transportation options to all residents at the site in a variety of ways:</p> <ul style="list-style-type: none"> a) Posting information in a prominent location in the building and on the Project's website, social media, and property newsletters. b) Responding to individual requests for information in person and via phone and email c) Performing annual transportation surveys. 	<p>Ongoing after issuance of Occupancy Permit of the residential building.</p>

Compile and distribute up-to-date information explaining all transportation options to all new residents as part of their New Resident Packet (Some items are available for purchase from the Community Development Department). The packets will contain information on both the range of options available to any programs to support the use of these options.	Ongoing after issuance of Occupancy Permit of the residential building.
The TC will be on-site during a minimum of 2 hours per week and will be available during other times to residents via email and telephone. Email and phone information for the TC will be posted in the transportation information center.	Ongoing after issuance of Occupancy Permit of the residential building.
In coordination with the Property owner TC, the Residential TC shall conduct annual transportation / TDM resident surveys using a form approved by CDD. The information shall be used by the Property owner TC in providing annual reports to TP+T and CDD.	Annual monitoring reports as requested by TP+T and CDD.
Parking passes should be made available on a first come first serve basis. One pass per unit allowed. If a unit wants 2 or more passes, and there are less than 150 total passes issued, then that unit may be allowed to have additional passes. Residents that do not get a parking pass may still park in the garage based on availability of spaces in the site's commercial parking garage. The overall goal is to encourage residents to not need a car, but no resident should need to park on-city street. Resident parking pass fees should be market rate residential parking fees.	Ongoing.

Retail Transportation Demand Management Measures (TDM)

The following TDM measures shall be provided for retail space over 2,000 square feet for new retail tenants following the Occupancy of the Project's first Building.

Provide 50% subsidy of MBTA monthly bus/subway LinkPasses to full-time employees at the retail businesses, defined as people who work a minimum of 37.5 hrs. per week. or Provide annual Bluebikes Gold-Level membership for employees	Ongoing for New retail tenants after the Occupancy of the first Building, that has over 2,000 s.f. of space.
Provide corporate membership paid by employer at a local carshare company to allow employees to use a carshare vehicle for work-related trips during the day instead of needing to drive a private vehicle.	Ongoing for New retail tenants after the Occupancy of the first Building, that has over 2,000 s.f. of space.
Provide free access to EZ ride shuttle (This shall be provided for all retail employees despite when the retail store opened). .	Ongoing
As feasible and approved by TP+T and CDD, mount real-time transportation information screen(s) in permanent and central locations to show arrival times and availability for nearby buses, trains, shuttle, Bluebikes, and carshare vehicles, etc. for retail employees and visitors.	Ongoing

<p>Provide new employees a transportation information packet on available transportation options in the area. This shall be provided for all retail employees despite when the retail store opened). .</p>	<p>Ongoing</p>
<p>The Property owner shall designate a Transportation Coordinator for the retail spaces to manage and promote transportation options for retail employees and patrons (i.e. information packets, posting information in prominent locations or by use of transportation information screen, overseeing marketing and promotion of transportation options on the sites websites, such as direction via public transportation or programs to incentivize patrons to use public transit, walking and bicycling.</p>	<p>Ongoing</p>