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Boston CAP Transportation  
Work Group  
Recommendations

Presented To Leadership Committee  
September 15, 2009

# Agenda

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- ❑ Commuter Mode Reporting (Stephanie)
- ❑ Parking (Stephanie)
- ❑ Mass Transit (Rick)
- ❑ Car/Ride Sharing (Rick)
- ❑ Multi Modal Promotion Campaign (Rick)
- ❑ Bicycling (Raab)
- ❑ Transit Oriented Development (Carl)

# Commuter Mode Reporting

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- Goal: Familiarize employers with how employees get to work and update existing state requirements for reducing single-occupancy vehicle commutes
- Expands city's regulatory focus from developers (via the BRA) to employers
- Two tiers of employers:
  - small = less than 250 employees;
  - large = greater than 250

# Commuter Mode Reporting: Small Employer (under 250)

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- Voluntary program to gain recognition from the City with an award like EPA's "Best Workplace for Commuting"
- City provides information/education resources on commuting reduction options

# Commuter Mode Reporting Large Employer (over 250)

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- Mandatory compliance with City program
  - City to work with MA DEP to assume responsibility for administering existing Ride Share reporting program in Boston
  - Employer can meet requirements on own or participate via a Transportation Management Association (second option will be easier, so will provide incentive to join TMA)
  - Demand for TMA membership will create incentive to expand capacity of four existing Boston-based TMAs
  - Employers (on own or through TMA) would implement several demand management programs from a menu of options
  - TMAs will be certified by City
  - Get at employers rather than developers (as is process via TAPA)
- Goal to get “x%” of employees in Boston in TMAs by some date (e.g. 2015)
- City should establish a position of TDM coordinator to administer reporting and related programs (use revenue from increased parking permit fees)

# Parking

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- ❑ New development: Eliminate minimum parking requirements in zoning and strengthen use of parking maximums
- ❑ Existing off-street parking
  - Strengthen downtown parking freeze, and annualize parking fee permitting and attach permit fees
  - Strengthen parking demand management in Institutional Master Plans
- ❑ On-street parking
  - Raise parking meter rates and use increased revenue to support infrastructure development for alternative transportation modes
  - Institute graduated residential parking permit fees, also using revenue for alternative transportation modes

# Mass Transit Strategy

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- ❑ Require employers to provide pre-tax transit benefits to employees
- ❑ Make better use of existing transit (e.g., improve signage and access)
- ❑ Increase transit infrastructure in 2050 timeframe

# Car Sharing

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- ❑ Increase car sharing for residents and in City fleet
- ❑ Make vehicles available within ½ mile of every residents, in ALL neighborhoods
- ❑ Locate additional parking on City property, and require in new development
- ❑ Consider partnering with Zipcar, Enterprise, and/or issue RFP

# Ride Sharing

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- ❑ Increase vehicle occupancy ratios by X% by year Y
- ❑ Encourage coordination and consolidation of employee shuttle fleets
- ❑ Increase availability of carpool/van pool parking spaces and drop-off locations
- ❑ Implement a carpool parking program, including on and off street parking spaces

# Multi Modal Promotion Campaign

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- ❑ Social marketing campaign tied to multi-modal options program (captures car sharing and ride sharing, and biking/walking/transit)
- ❑ Pilot this concept in a Boston neighborhood with existing multi-mode transportation options (e.g. JP, Alston)
- ❑ Expand to all neighborhoods by X

# Bike Program

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- ❑ Acknowledge/promote/educate on existing (1st generation) bike programs—bike sharing and 10 miles new bike lanes per year
- ❑ Facility retrofit requirements for installing/enhancing bike facilities, tied to Institutional Master Plans and TAPAs where relevant
- ❑ Educational campaign
  - For schools (children)
  - For commuters
- ❑ Improved bike facilities and infrastructure in open spaces/park spaces
- ❑ Improve enforcement of traffic rules for bikers, drivers, and pedestrians

# Transit Oriented Development

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- ❑ Codify the institutionalized “requirements” associated with TAPAs and other development regulations
- ❑ Focus on transportation corridors rather than single TOD sites
- ❑ Develop a location-based “typology” TOD requirements (e.g. downtown high density TOD vs. main street retail TOD)