



Cambridge  
College

## **Parking and Transportation Demand Management Update Report for Cambridge College – F-28**

**Submitted to:**

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Community Development Department  
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**Submitted on behalf of:**

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**June 30, 2008**

**Cambridge College – F-28  
2008 Parking and TDM Update Report**

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**Cambridge College  
Parking and Transportation Demand Management  
Annual Report for 2008**

**June 30, 2008**

**OVERVIEW**

As required by the City of Cambridge's Parking and Transportation Demand Management (PTDM) Ordinance, Cambridge College is submitting this Annual Parking and Transportation Demand Report for Project Number F-28 for 2008. TransAction Associates of Waltham was hired to conduct the commuter survey, collect traffic data and prepare the PTDM report. The college currently employs 380 faculty/staff and has 2,507 commuting students who attend the college, for a total population of 2,887 (no housing is provided for students).

Since the 2007 PTDM report, Cambridge College increased its locations by two for a total of four locations. An amendment to Project Number F-28 was submitted to the City on July 27, 2007 for the new locations at 315 Broadway and 17 Monsignor O'Brien Highway. Information by building is provided below:

- The main building, which consists of administrative offices and classrooms, is located at 1000 Massachusetts Avenue. The building also includes a two-level parking garage with a total of 190 parking spaces. Of the 190 spaces, only 42 spaces on the lower level are leased by Cambridge College.
- The 80 Prospect Street location consists of administrative offices and classrooms with an open parking lot of 19 spaces.
- The Broadway location is leased administrative office space with a six-space surface parking lot.
- The Monsignor O'Brien location is leased administrative office and classroom space that includes 18 spaces of the 22-space surface parking lot.

In addition, the College leases a total of 23 spaces at Bishop Allen H&R, 950 Massachusetts Avenue and 410 Green Street. These spaces are only used by faculty and staff in an effort to reduce unnecessary demand on on-street parking.

**Table 1  
Parking Inventory**

<u>Location</u>	<u>Parking Spaces</u>
1000 Massachusetts Avenue	42
80 Prospect Street	19
315 Broadway	6
17 Monsignor O'Brien Highway	18
Bishop Allen	11
950 Massachusetts Avenue	8
410 Green Street	4
<b>Total</b>	<b>108</b>

In order to encourage ridesharing, the garage has one HOV-designated space at the main building, 80 Prospect Street, Broadway and Monsignor O'Brien. Each space is clearly marked with "Carpool Parking Only" signage. Employees who carpool must register their carpool to receive hangtags allowing them to park in the spaces. The Annual Report Summary and Status of Required TDM Measures are presented in Exhibit 1.

## EMPLOYEE MODE SPLIT SURVEY<sup>1</sup>

A census survey was conducted during the week of May 5, 2008 to collect commute mode data from students, faculty and staff. TransAction developed an online survey instrument for faculty, staff and students, as well as a paper survey instrument in cooperation with the college's administration (see Exhibit 2). In addition to asking the questions to collect the necessary mode split data, the survey included questions to gather qualitative data to record interest in alternative commute modes, provide feedback on any existing incentives, and determine any unmet transit needs.

Students were surveyed using a combination of paper and online survey instruments, while faculty and staff were surveyed online. Links to the online survey were included in emails that were sent to commuters. Once the respondent completed and submitted the survey, the data was automatically tabulated. Paper surveys were distributed to students by faculty in class each day of the survey week and collected by faculty.

The total validated survey returns for the site were 1,810 responses out of the entire population of 2,887, or a **62.7 percent response rate** (see Table 2). The City's goal for the campus is to have a mode split of 56 percent or less of single-occupancy vehicles (SOVs) commuting to the site—or 44 percent in alternatives such as van-/carpools, transit, walking or bicycling. An evaluation of the survey results show that the adjusted drive-alone rate is **54.0 percent, or 2 percentage points lower than the City's minimum requirement.**

**Table 2  
Response Rate**

Location	Total	All Responses		Number of Responses	Response Rate
		Online	Paper		
Staff	139	89	NA	89	64.0%
Faculty	241	107	NA	107	44.0%
Students	2,507	247	1,367	1,614	64.4%
<b>Total</b>	<b>2,887</b>	<b>443</b>	<b>1,367</b>	<b>1,810</b>	<b>62.7%</b>

The complete results of the data analysis are presented by frequency and percent of faculty, staff and students in Exhibits 3 through 5, respectively. The mode split of all commuters is summarized below in Table 3.

<sup>1</sup> A Patron Mode Split Survey does not apply at this site as businesses do not receive customers.

**Table 3  
Commute Mode**

<b>Mode</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Daily Avg</b>	<b>Adj. Avg.</b>	<b>Adjusted Percent</b>
Drove alone the entire way	563	549	533	525	221	478	478	54.0%
Drove alone then transit	11	7	10	13	8	10	10	1.1%
Transit entire way	354	329	292	267	132	275	275	31.0%
Shared ride, then public transit	5	6	4	5	4	5	5	0.5%
Rode in 2 person carpool	22	23	26	16	10	19	19	2.2%
Rode in 3 to 7- person carpool	3	2	3	4	2	3	3	0.3%
Rode in a 8- or more person vanpool	0	0	0	0	0	0	0	0.0%
Dropped off at work	15	11	18	9	9	12	12	1.4%
Bicycled	19	10	20	19	4	14	14	1.6%
Walked	36	39	30	32	25	32	32	3.7%
Out of Office	59	68	78	76	122	81		
Scheduled day off	685	726	759	803	1218	838		
Worked at Home	32	34	31	35	49	36	36	4.1%
<b>Total</b>	<b>1,804</b>	<b>1,804</b>	<b>1,804</b>	<b>1,804</b>	<b>1,804</b>	<b>1,804</b>	<b>885</b>	<b>100.0%</b>

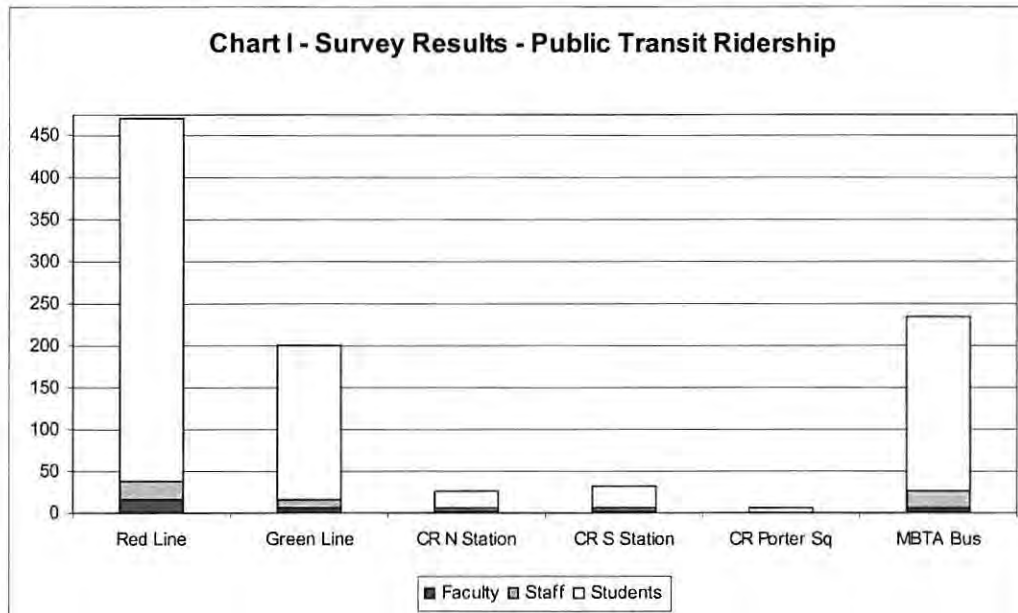
As with most educational facilities, faculty and students are not on the campus each day. As shown by the survey results, **57 percent of the students take less than 12 credits and 83 percent of the faculty work less than 17 hours. This is also reflected in the mode split question where on average, 46.5 percent of the commuters do not come to campus each day.** The majority of students, 63 percent, come to the college after 5pm and most, 59.3 percent are coming from work. Only 38 percent are coming from home.

### **SUMMARY AND DESCRIPTION OF PTDM REQUIREMENTS**

Cambridge College provides all of the required incentives and services to move employees from an SOV to a commuting alternative. Promotion of the program is an ongoing effort throughout the year that includes seasonal events, information on the college's website, televised listings and bulletin boards displaying the most current commuter information in student lounges at the main building and at the entrances to the Prospect Street, Broadway and Monsignor O'Brien Highway buildings. This has enabled the college to stay well below the required City SOV rate of 56 percent. The college will continue to aggressively promote the following mitigation measures in support of the City's efforts to increase the use of commuting alternatives:

- **Transit Pass Program.** Depending on the location, Cambridge College has access to the Red Line, Green Line and various MBTA bus services. To encourage the use of this travel mode, the college provides a 100 percent subsidy of the cost of a monthly MBTA transit pass for faculty and staff members. Passes that are ordered through payroll enables the faculty/staff member to take advantage of the federal tax-free benefit. Those who wish to pick up a pass outside of the college are subsidized up to \$100 per month. In addition, students can purchase MBTA Semester Passes, which provides an 11 percent discount.

Enhanced marketing of this payroll option may continue to increase transit use as 19 employees (35 percent of those who responded) and 21 faculty members stated that they would “very likely” to “somewhat likely” consider taking transit if a subsidy were available. The chart below illustrates the lines used by respondents.



- **Charles River TMA Participation.** Through the college’s membership in the Charles River TMA (CRTMA), staff and students are able to participate in the TMA’s services and incentives. The CRTMA currently provides the following services to the college, however, there are several areas of opportunity for increasing awareness of these services based on the survey results:
  - ✓ **EZRide Shuttle Service.** To promote the use of public transit, the college, through membership in the CRTMA, provides the EZRide’s peak-period shuttle service between the college and the MBTA Red Line, Green Line and North Station. The service runs every ten minutes Monday through Friday between the hours of 6:20am to 10am and 3:14pm to 7:24pm.
  - ✓ **Ridematching Service.** According to the survey, 3.9 percent of the respondents carpool to the college or were dropped off. Cambridge College uses the services of MassRIDES to help faculty, staff and students form carpools and vanpools. Through this collaboration, the college has distributed marketing material to staff and students, and posted information about the service at key locations at the campus and in Human Resources.
  - ✓ **Vanpool Formation Assistance.** Through MassRIDES, the TMA assists employees who may be interested in vanpooling. Those with long-distance commutes (30+ miles) are traditionally the market for vanpools and a large pool of people from a specific area with the same schedule is typically needed to form one vanpool group. Because of the varying schedules of students, it is unlikely that student vanpools would form. Students usually come from an employment site and then attend classes or the reverse, which discourages participation in a vanpool. An analysis of the commuter origins (see Exhibit

6) illustrates that few individuals live beyond the 25-30 mile radius that would be a target area for the formation of a vanpool. Below are the miles traveled from home to college as indicated by the respondents.

	1-10 Miles Each Way	11-20 Miles Each Way	21-40 Miles Each Way	41-60 Miles Each Way	61-100+ Miles Each Way
Staff	43%	26%	22%	7%	2%
Faculty	30%	22%	27%	14%	6%

Since such a small percentage of faculty and staff live more than 30 miles from the facility, vanpooling is not a realistic option. Cambridge College, however, will continue to give information about vanpooling to college employees and students, and refer them to the CRTMA and/or MassRIDES.

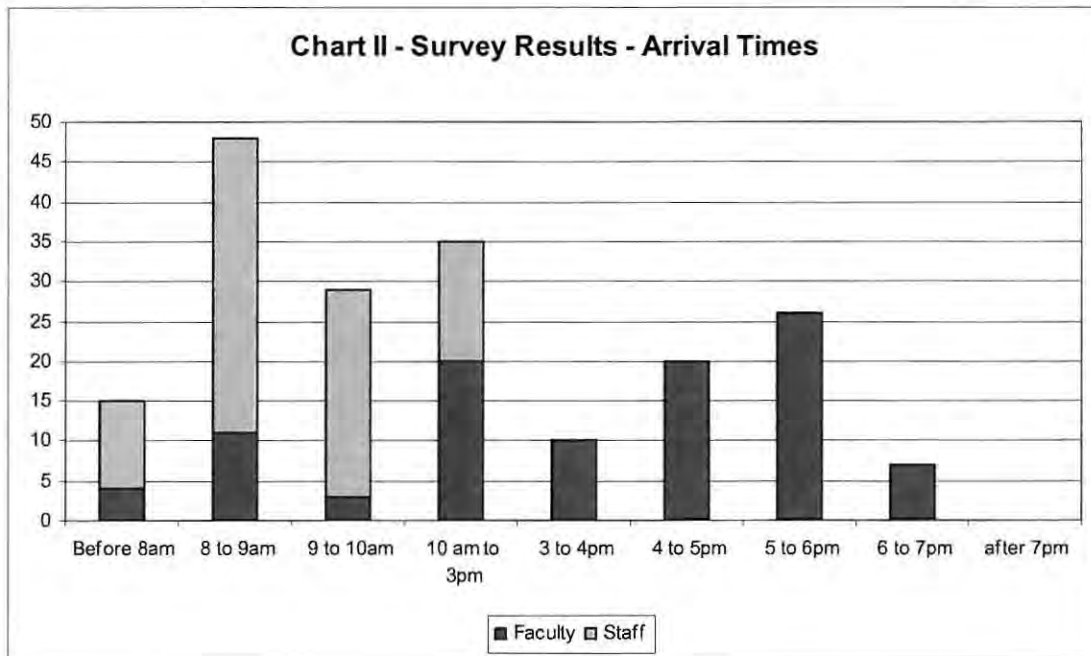
- ✓ **A Guaranteed Ride Home (GRH) Program.** To alleviate the fear of being stranded in an emergency, the CRTMA provides an emergency ride home. Using both rental vehicles for trips over 10 miles and taxis for shorter distances (or for those commuters who do not drive), the GRH program guarantees faculty/staff who rideshare, alternative transportation usually within 30 minutes of notification. Participants must register in advance to use the service and are provided with a program identification card, forms, and instructions upon registration. Awareness of this existing service would likely enhance participation in commuting alternatives as 37 percent of faculty/staff respondents stated that they would be “very likely” or “somewhat likely” to consider changing modes if an emergency ride home were available for ridesharers.
- **Preferential Parking.** The college has designated four “carpool/vanpool only” parking spaces at the main building, two spaces at 80 Prospect Street and one space each at Broadway and Monsignor O’Brien. Survey results show that 3.9 percent of the commuters carpool or get dropped off. Commuters who carpool must register in the program to receive a carpool tag and can only use the preferential parking spaces on the days that they are carpooling. Approximately 42 percent of staff/faculty respondents stated they would be “very likely” or “somewhat likely” to consider changing modes if reserved parking spaces were available for carpools.
- **Bicycling/Walking Incentives.** The college has capacity for 10 bike spaces in the 1000 Massachusetts Avenue facility, four spaces at Prospect Street, 2 spaces at Broadway and 10 bike spaces at Monsignor O’Brien. On average, there were 46 respondents who bike or walk to campus locations.
- **Marketing and Outreach.** There are a number of ongoing marketing and outreach efforts completed by the college including:
  - ✓ A complete listing of incentives, services, valuable links and contact information is available on the college’s website under “About Us/Directions.” A link to the Cambridge College site provides directions to both facilities by car and public transportation. The college promotes the use of public transportation and includes a link to the MBTA’s website.
  - ✓ Transportation information is posted on a bulletin board located in the student lounge at 1000 Massachusetts Avenue and at the entrances of 80 Prospect Street and 17

Monsignor O'Brien Highway. The MBTA and EZRide schedules are clearly displayed, as well as relevant program and incentive information.

- ✓ During student orientations transportation packets, provided by the Charles River TMA, are distributed.

- **Alternative Work Schedules**

Allowing some flexibility in employee schedules often promotes the use of a carpool or enables commuters to use public transportation. Flexible work hour programs can have a significant impact even when public transportation service is limited because it allows people to commute on either side of a peak traffic period, reducing the number of vehicles on area roadways during the most congested times of the day. For college employees, the nature of their work makes flexible work hours difficult, if not impossible, while most faculty already work alternative hours because of class schedules as illustrated below. For personnel who are involved with administration, maintenance and other functions, telecommuting is not an option as their work requires a presence on-site.



As for students, the majority travel at off-peak times, as they attend classes later in the day and do most of their schoolwork off site. This is supported by the results of the student survey, **where more than 62 percent of the respondents stated that they usually arrive at the college after 5:00 pm and leave after 8:00 pm.** In addition, according to the survey an average of 46.5 percent of the students and faculty were off campus each day of the survey week.



## DRIVEWAY COUNTS

Automatic traffic recorders (ATRs) were used to determine the number of vehicles entering and exiting each location on Wednesday, May 7 and Thursday, May 8, 2008, which coincided with the survey week. The complete two-day, 24-hour counts for each location are presented in Exhibit 7 of the Appendix, while a summary is provided below in Tables 5a through 5d. Please note, because of the configuration of the entrance/exit to the parking facility, only the total number of vehicles were counted at 1000 Mass Ave, 80 Prospect Street and 315 Broadway.

**Table 5a:  
1000 Massachusetts Avenue  
Peak Hour Traffic Volumes**

	May 7, 2008			May 8, 2008		
	In	Out	Total	In	Out	Total
<b>AM Peak Hour</b>				<b>AM Peak Hour</b>		
9:00-9:15 AM			8	9:00-9:15 AM		11
9:15-9:30 AM			7	9:15-9:30 AM		7
9:30-9:45 AM			8	9:30-9:45 AM		6
9:45-10:00 AM			6	9:45-10:00 AM		10
<b>Total</b>			<b>29</b>	<b>Total</b>		<b>34</b>
<b>PM Peak Hour</b>				<b>PM Peak Hour</b>		
5:00-5:15 PM			16	5:00-5:15 PM		4
5:15-5:30 PM			13	5:15-5:30 PM		13
5:30-5:45 PM			6	5:30-5:45 PM		10
5:45-6:00 PM			12	5:45-6:00 PM		12
<b>Total</b>			<b>47</b>	<b>Total</b>		<b>44</b>

Table 5a shows the results of the 1000 Massachusetts Avenue peak-hour counts and their respective volumes in 15-minute increments. The morning peak hour was from 9:00 to 10:00 AM on Wednesday and Thursday with 29 and 34 vehicles entering or exiting the garage, respectively. The afternoon peak hour on Wednesday and Thursday was from 5:00 to 6:00 PM with 47 and 44 vehicles, respectively.

Table 5b shows the results of the 80 Prospect Street peak-hour counts and their respective volumes in 15-minute increments. The morning peak hour was from 10:15 to 11:15 AM on Wednesday and 10:00 to 11:00 AM on Thursday with 10 and 9 vehicles entering or exiting the lot, respectively. The afternoon peak hour on Wednesday was from 2:15 to 3:15 PM with 15 vehicles. On Thursday the peak hour was from 4:00 to 5:00 PM with 18 vehicles.

**Table 5b:  
80 Prospect Street  
Peak Hour Traffic Volumes**

May 7, 2008			May 8, 2008		
In	Out	Total	In	Out	Total
<b>AM Peak Hour</b>			<b>AM Peak Hour</b>		
		0	10:00-10:15 AM		0
		4	10:15-10:30 AM		1
		4	10:30-10:45 AM		2
		2	10:45-11:00 AM		6
<b>Total</b>		<b>10</b>	<b>Total</b>		<b>9</b>
<b>PM Peak Hour</b>			<b>PM Peak Hour</b>		
		2	4:00-4:15 PM		3
		3	4:15-4:30 PM		4
		4	4:30-4:45 PM		7
		6	4:45-5:00 PM		4
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>18</b>

Table 5c shows the results of the 315 Broadway peak-hour counts and their respective volumes in 15-minute increments. The morning peak hour was from 8:00 to 9:00 AM on Wednesday and 9:45 to 10:45 AM on Thursday with 4 and 11 vehicles entering or exiting the lot, respectively. The afternoon peak hour on Wednesday was from 2:45 to 3:45 PM with 14 vehicles. On Thursday the peak hour was from 3:15 to 4:15 PM with 11 vehicles.

**Table 5c:  
315 Broadway  
Peak Hour Traffic Volumes**

May 7, 2008			May 8, 2008		
In	Out	Total	In	Out	Total
<b>AM Peak Hour</b>			<b>AM Peak Hour</b>		
		0	9:45-10:00 AM		4
		0	10:00-10:15 AM		0
		4	10:15-10:30 AM		1
		0	10:30-10:45 AM		6
<b>Total</b>		<b>4</b>	<b>Total</b>		<b>11</b>
<b>PM Peak Hour</b>			<b>PM Peak Hour</b>		
		2	3:15-3:30 PM		5
		6	3:30-3:45 PM		0
		2	3:45-4:00 PM		0
		4	4:00-4:15 PM		6
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>11</b>

Table 5d 17 shows the results of the 17 Monsignor O'Brien Highway peak-hour counts and their respective volumes in 15-minute increments. It should be noted that the college only leases 14 of the 22 spaces in the surface lot. The morning peak hour was from 9:45 to 10:45 AM on

Wednesday and 9:15 to 10:15 AM on Thursday with 19 and 13 vehicles entering or exiting the lot, respectively. The afternoon peak hour on Wednesday was from 5:00 to 6:00 PM with 17 vehicles and 3:45 to 4:45 PM on Thursday with 19 vehicles.

**Table 5d:  
17 Monsignor O'Brien Highway  
Peak Hour Traffic Volumes**

	May 7, 2008			May 8, 2008		
	In	Out	Total	In	Out	Total
<b>AM Peak Hour</b>				<b>AM Peak Hour</b>		
9:45-10:00 AM	1	2	3	9:15-9:30 AM	4	0
10:00-10:15 AM	4	3	7	9:30-9:45 AM	2	2
10:15-10:30 AM	4	2	6	9:45-10:00 AM	2	1
10:30-10:45 AM	1	2	3	10:00-10:15 AM	2	0
<b>Total</b>	<b>10</b>	<b>9</b>	<b>19</b>	<b>Total</b>	<b>10</b>	<b>3</b>
<b>PM Peak Hour</b>				<b>PM Peak Hour</b>		
5:00-5:15 PM	2	4	6	3:45-4:00 PM	4	4
5:15-5:30 PM	0	3	3	4:00-4:15 PM	2	3
5:30-5:45 PM	2	4	6	4:15-4:30 PM	0	0
5:45-6:00 PM	0	2	2	4:30-4:45 PM	1	5
<b>Total</b>	<b>4</b>	<b>13</b>	<b>17</b>	<b>Total</b>	<b>7</b>	<b>12</b>

## PARKING UTILIZATION COUNTS

To determine the level of parking utilization at the four locations, data was collected in the field from Wednesday, May 7 to Thursday, May 8, 2008 as summarized below in Tables 6a through 6d.

**Table 6a :  
1000 Massachusetts Avenue  
Parking Utilization Counts**

	May 7, 2008				May 8, 2008			
	In	Out	Total	Occupied	In	Out	Total	Occupied
6:00-7:00 AM	1	1	2	2	3	2	5	3
7:00-8:00 AM	15	1	16	16	15	0	15	18
8:00-9:00 AM	10	0	10	26	23	2	25	39
9:00-10:00 AM	21	8	29	39	15	12	27	42
10:00-11:00 AM	7	8	15	38	3	5	8	40
11:00-12:00 PM	4	6	10	36	0	7	7	33
12:00-1:00 PM	1	0	1	37	3	0	3	36
1:00-2:00 PM	5	2	7	40	13	7	20	42
2:00-3:00 PM	3	6	9	37	2	5	7	39
3:00-4:00 PM	1	1	2	37	2	7	9	34
4:00-5:00 PM	13	15	28	35	13	17	30	30
5:00-6:00 PM	19	22	41	32	25	14	39	41
6:00-7:00 PM	9	2	11	39	8	7	15	42
<b>Total</b>	<b>109</b>	<b>72</b>	<b>181</b>		<b>125</b>	<b>85</b>	<b>210</b>	

The greatest number of vehicles at the Massachusetts Avenue location at one time during the two-day period was between 1:00 and 2:00 PM on May 7<sup>th</sup> and between 9:00 AM and 10:00 AM, 1:00 and 2:00 PM, and 6:00 and 7:00 PM on May 8<sup>th</sup>. At those times, 40 vehicles were observed on Wednesday and 42 vehicles on Thursday. This maximum observed volume is 95 to 100 percent of capacity.

**Table 6b:  
80 Prospect St.  
Parking Utilization Counts**

	May 7, 2008				May 8, 2008			
	In	Out	Total	Occupied	In	Out	Total	Occupied
6:00-7:00 AM	0	0	0	0	0	0	0	0
7:00-8:00 AM	3	0	3	3	4	1	5	3
8:00-9:00 AM	3	1	4	5	4	1	5	6
9:00-10:00 AM	5	2	7	8	2	0	2	8
10:00-11:00 AM	8	2	10	14	8	1	9	15
11:00-12:00 PM	4	1	5	17	4	1	5	18
12:00-1:00 PM	4	2	6	19	1	1	2	18
1:00-2:00 PM	3	7	10	15	4	10	14	12
2:00-3:00 PM	8	7	15	16	9	2	11	19
3:00-4:00 PM	4	5	9	15	4	3	7	20
4:00-5:00 PM	2	1	3	16	7	9	16	18
5:00-6:00 PM	6	4	10	18	2	1	3	19
6:00-7:00 PM	4	3	7	19	0	1	1	18
<b>Total</b>	<b>54</b>	<b>35</b>	<b>89</b>		<b>49</b>	<b>31</b>	<b>80</b>	

The greatest number of vehicles at the 80 Prospect location at one time during the two-day period was between 12:00 and 1:00 PM, and 6:00 and 7:00 PM on May 7<sup>th</sup> and between 3:00 and 4:00 PM on May 8<sup>th</sup>. At those times, 19 vehicles were observed on Wednesday and 20 vehicles on Thursday. This maximum observed volume is 100 percent of capacity.

**Table 6c:  
315 Broadway  
Parking Utilization Counts**

	May 7, 2008				May 8, 2008			
	In	Out	Total	Occupied	In	Out	Total	Occupied
6:00-7:00 AM	1	1	2	1	0	0	0	0
7:00-8:00 AM	0	0	0	1	0	0	0	0
8:00-9:00 AM	3	1	4	3	6	0	6	6
9:00-10:00 AM	2	0	2	5	2	2	4	6
10:00-11:00 AM	1	1	2	5	3	4	7	5
11:00-12:00 PM	3	3	6	5	3	3	6	5
12:00-1:00 PM	1	0	1	6	1	2	3	4
1:00-2:00 PM	0	1	1	5	2	1	3	5
2:00-3:00 PM	5	5	10	5	0	0	0	5
3:00-4:00 PM	2	3	5	4	3	4	7	4
4:00-5:00 PM	0	2	2	2	0	1	1	3
5:00-6:00 PM	5	4	9	3	0	0	0	3
6:00-7:00 PM	0	3	3	0	0	0	0	3
<b>Total</b>	<b>23</b>	<b>24</b>	<b>47</b>		<b>20</b>	<b>17</b>	<b>37</b>	

The greatest number of vehicles at the 315 Broadway location at one time during the two-day period was between 12:00 and 1:00 PM on May 7<sup>th</sup> and between 8:00 and 10:00 AM on May 8<sup>th</sup>. At those times, 6 vehicles were observed on both days. This maximum observed volume is 100 percent of capacity.

**Table 6d:  
17 Monsignor O'Brien Highway  
Parking Utilization Counts**

	May 7, 2008				May 8, 2008			
	In	Out	Total	Occupied	In	Out	Total	Occupied
6:00-7:00 AM	1	0	1	1	1	0	1	1
7:00-8:00 AM	2	0	2	3	0	0	0	1
8:00-9:00 AM	10	1	11	12	4	3	7	2
9:00-10:00 AM	6	7	13	11	10	3	13	9
10:00-11:00 AM	5	5	10	11	2	1	3	10
11:00-12:00 PM	4	5	9	10	6	10	16	6
12:00-1:00 PM	8	6	14	12	1	4	5	3
1:00-2:00 PM	7	5	12	14	2	3	5	2
2:00-3:00 PM	6	6	12	14	8	5	13	5
3:00-4:00 PM	6	6	13	14	8	9	17	4
4:00-5:00 PM	6	11	17	10	6	8	14	2
5:00-6:00 PM	2	10	12	2	4	3	7	3
6:00-7:00 PM	2	1	3	3	6	5	11	4
<b>Total</b>	<b>65</b>	<b>63</b>	<b>128</b>		<b>58</b>	<b>54</b>	<b>112</b>	

The Monsignor O'Brien Highway location shares spaces with the other tenants in the building. The parking utilization numbers reflect all spaces. The greatest number of vehicles at one time during the two-day period was between 1:00 and 4:00 PM on May 7<sup>th</sup> and between 10:00 and 11:00 AM on May 8<sup>th</sup>. At those times, 14 vehicles were observed on Wednesday and 10 vehicles were observed on Thursday. This maximum observed volume is 55 to 77 percent of capacity.

## **PARKING MANAGEMENT**

At this time, the college is unable to charge faculty and staff for parking spaces. Parking subsidies are contractual and impact the union's bargaining unit. While this was a measure stated in the original plan, other programs and incentives have helped the college reduce its overall SOV rate to 54 percent, which is 2 percentage points less than the City's required SOV rate of 56 percent. The college provides a total of 104 parking spaces, including 8 preferential spaces. When compared to the average number of faculty and staff coming to the facility per weekday, estimated to be approximately 285 commuters, the number of spaces per commuter is .36. This is well below the .56 spaces per commuter that would result in an SOV rate of 56 percent and it does not include the average number of students who travel to the three buildings each day. By providing the additional 24 spaces, the college is able to reduce the demand on public on-street and residential parking without limiting the college's ability to achieve the City's SOV rate.

## **OFFICE OF WORKFORCE DEVELOPMENT**

According to the survey results and tabulation of zip code data, there are 16 employees who are residents of Cambridge, representing 8.6 percent of the total employee population. The college will continue to work with the City's Office of Workforce Development by submitting job listings so that they can be posted at the Workforce Development office.

## **SUMMARY**

Over the past year, the college has leased two additional buildings and increased the overall population by 20 percent. Using the services and incentives established in the PTDM program, the college continues to have a SOV rate below the required City of Cambridge SOV rate. The college has established every required element of the PTDM program (except for charging for parking) and will continue to promote the public transportation, ridesharing and incentives provided by the program. The substantial transit incentives such as the subsidy and pass programs help to make public transportation the preferred option for commuters coming to the site. Staff members who are unable to take transit are assisted with forming carpooling arrangements through a ridematching service provided by the CRTMA. As an added incentive, employees who form a carpool are given preferential parking and an emergency ride home. The college will continue to take every reasonable step in the future to further reduce vehicle trips, thus remaining in compliance with the City's ordinance by maintaining a low SOV rate.

Date: June 30, 2008

# CITY OF CAMBRIDGE

## PTDM Annual Report Summary – 2008

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**PTDM Project Number:** F-28

**Date of Original Approval:** 11/21/02

**PROJECT NAME:** Cambridge College

IF CHANGED, UPDATE CONTACT INFO BELOW

**Address:** Various

**Owner Name:** Cambridge College

**Contact Person:** Kevin Fuerst

Christopher Dupuis

**Contact Address:** Cambridge College

1000 Mass. Ave, Cambridge, MA 02138

**Contact Phone:** 617-873-0259

617-873-0266

**Contact Email:** [kevin.fuerst@cambridgecollege.edu](mailto:kevin.fuerst@cambridgecollege.edu) [christopher.dupuis@cambridgecollege.edu](mailto:christopher.dupuis@cambridgecollege.edu)

**Contact Fax:** 617-349-3558

### SOV MODE SPLIT:

**Plan SOV Mode Split Commitment: 56%**

**2008:**

**Staff:** 53% **Response Rate:** 64% **Survey Dates:** May 5 – May 9

**Faculty:** 52% **Response Rate:** 42% **Survey Dates:** May 5 – May 9

**Students:** 54% **Response Rate:** 64% **Survey Dates:** May 5 – May 9

**2007:**

Staff: 54.0% Response Rate: 82% Survey Dates: Apr 24 - Apr 28

Faculty: 62% Response Rate: 54% Survey Dates: Apr 24 - Apr 28

Students: 62% Response Rate: 65% Survey Dates: Apr 24 - Apr 28

**2006:**

Staff: 54.0% Response Rate: 82% Survey Dates: Apr 24 - Apr 28

Faculty: 62% Response Rate: 54% Survey Dates: Apr 24 - Apr 28

Students: 62% Response Rate: 65% Survey Dates: Apr 24 - Apr 28

**PROJECT CAMBRIDGE LOCATIONS:** (Please note any changes and fill in missing information.)

Location	Square Feet	Parking Spaces	Employees
1000 Massachusetts Ave	100,00	42	114
80 Prospect Street	10,200	19	19
315 Broadway	7,700	6	7
17 Monsignor O'Brien Hwy	20,234	18	14
950 Mass Ave., Bishop Allen Dr & Green St	0	23	0

**Date of most recent driveway/parking utilization counts:** May 7-8, 2008

**PTDM Annual Report: Status of Required TDM Measures—2008**

**Instructions:** Please briefly (2-3 sentences) note current status for each measure required by the approved plan. If status has not changed since 2007, you may note this by indicating "Status Unchanged." If status from the previous year indicates that the report did not provide information or information was incomplete, you must indicate whether or not this measure has been implemented. If new measures have been undertaken, please note these at the end of the list of measures. **Items in bold require additional information.**

MEASURE	CURRENT STATUS	2007 STATUS
1. TMA Membership	"Status Unchanged"	Implemented.
2. Designate 10% of parking supply at both locations as for HOV only	Mass Ave, Prospect, Broadway and Monsignor O'Brien each include one space.	Four spaces at 1000 Mass Ave and two spaces at 80 Prospect. Total of 8.4 spaces needed for HOV only. <b>Please update.</b>
3. Provide information about transportation options on website.	"Status Unchanged"	Implemented.
4. Participate in MBTA Semester Pass program	"Status Unchanged"	Implemented.
5. 100% MBTA pass subsidies for Faculty and Staff	"Status Unchanged"	Implemented. Cambridge College currently participates in the MBTA Pass Program. Faculty and staff who choose to enroll in the program may obtain a monthly MBTA pass at no cost and can pick up their pass in the Human Resources office. Cambridge College also reimburses transportation costs up to \$100 per month. This includes MBTA passes that are purchased outside of the college.
6. Transportation options information in new	"Status Unchanged"	Implemented.



**PTDM Annual Report: Status of Required TDM Measures—2008**

MEASURE	CURRENT STATUS	2007 STATUS
student info packets		
7. Post transportation information on bulletin boards at both sites	In addition to Mass Ave and Prospect St, transportation information is posted at 315 Broadway and 17 Msg O'Brien.	Implemented. Transportation information is currently posted in the student lounge at 1000 Massachusetts Avenue and at the entrance at 80 Prospect Street.
8. Guaranteed Ride Home	"Status Unchanged"	Implemented. As a member of the Charles River TMA, the Guaranteed Ride Home program is offered to all Cambridge College employees.
9. Secure bicycle parking equal to 10% of auto parking supply at both sites	In addition to Mass Ave and Prospect St spaces, 315 Broadway has two and 17 Msg O'Brien has 10 spaces.	Implemented. There is currently 1 bicycle parking space at 1000 Massachusetts Ave (11%). Four are in front of the building under an overhang, and 6 are in the garage. At 80 Prospect St, there are 4 bicycle spaces (21%).
10. Eliminate parking subsidies for off-site lots. Subsidies for HOVs may be retained.	"Status Unchanged"	This is in conflict with faculty and staff union agreements. <b>Please update.</b>
<b>Have new measures been implemented? If so, indicate where in report more details are available.</b>		