

# Cambridge Parking and Transportation Demand Management Ordinance

A photograph of two men walking on a city sidewalk. The man on the left is wearing a dark suit jacket over a light blue striped shirt and dark trousers, smiling. The man on the right is wearing a light blue checkered shirt and dark trousers, looking down. In the background, there are trees, a building with a sign that says 'MARTIN', and other people sitting at outdoor cafe tables.

Stephanie Groll  
PTDM Officer

Cambridge Transit Committee  
February 3, 2016

# Western Ave Cycle Track



EPA Clean Air Act - Parking Freeze

Vehicle Trip Reduction Ordinance

Towards a Sustainable Future

PTDM Ordinance

Climate Protection Action Plan

Towards a Sustainable Future Update

Envision Cambridge

1973      1992    1993      1998      2002      2007      2016-2018

# PTDM Ordinance

Adopted 1998; made  
permanent Sept 2006

Trigger is creation of new  
non-residential parking

Building permits,  
variances, etc. only with  
approved PTDM plan

Enforcement



# Large Project PTDM Plan

20+ parking spaces

SOV mode share commitment

- 10% below 1990 Census Data or Traffic Impact Study/  
baseline survey

Comprehensive set of TDM measures

Annual monitoring and reporting

- Employee / patron mode split survey
- Implementation status of TDM measures
- Driveway and parking occupancy counts

(every 2 yrs)

# Small Project PTDM Plan

5 to 19 parking spaces

Minimum of three TDM measures

No SOV mode share commitment

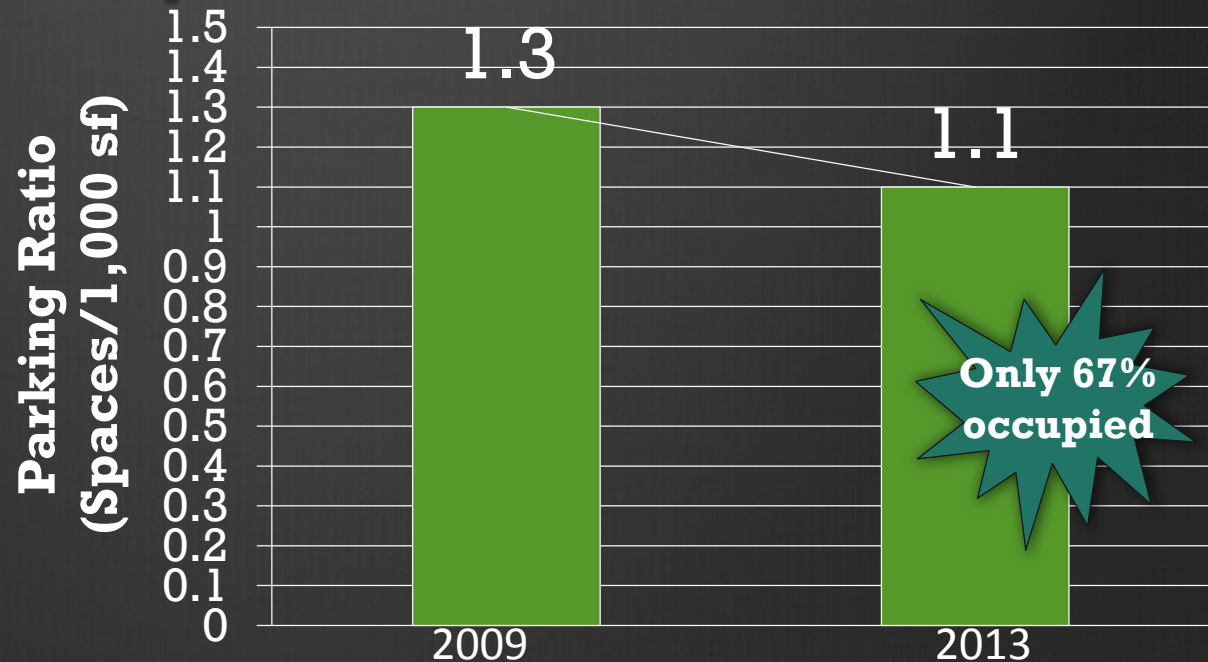
No annual monitoring and reporting

# Sample TDM Measures

<b>Robust</b>	<b>Moderate</b>	<b>Minimal</b>
Market-rate parking or cash-out/ Transportation Benefit	Raffle for non-SOV employees	Emergency Ride Home Program
Daily parking rate equal to a portion of monthly rate, no monthly pass	Carshare parking spaces	Flexible work hours or telecommuting
HOV parking discount	10% HOV preferential parking spaces	Carpool/vanpool ridematching
100% Transit subsidy	Pre-tax transit purchase	Promotion of location convenient to public transportation on brochures and website
Free shuttle	Transportation Management Association membership	Annual transportation event
Park-and-ride reimbursement	Bus shelters	Transportation Coordinator
Bike/walk subsidy, Hubway member	Bike repair service	Elevator large enough for 2 bikes placed horizontally on the floor
Donate Hubway bikeshare station	EV charging station—Level 2 or higher	Bike buddy matching
Vanpool subsidy	Shower/locker available	Transportation bulletin board in central location, intranet
Employees paid for days they carpool		New employee transportation information packet

# What are the most effective TDM measures?

- Low parking ratios
- Paid parking—Daily, not monthly
- Something-for-everyone benefit
- Hire locally



# PTDM Participation



- 56 large plans  
40 in monitoring
- 17 small plans
- Office, R&D, retail, education, medical, restaurant

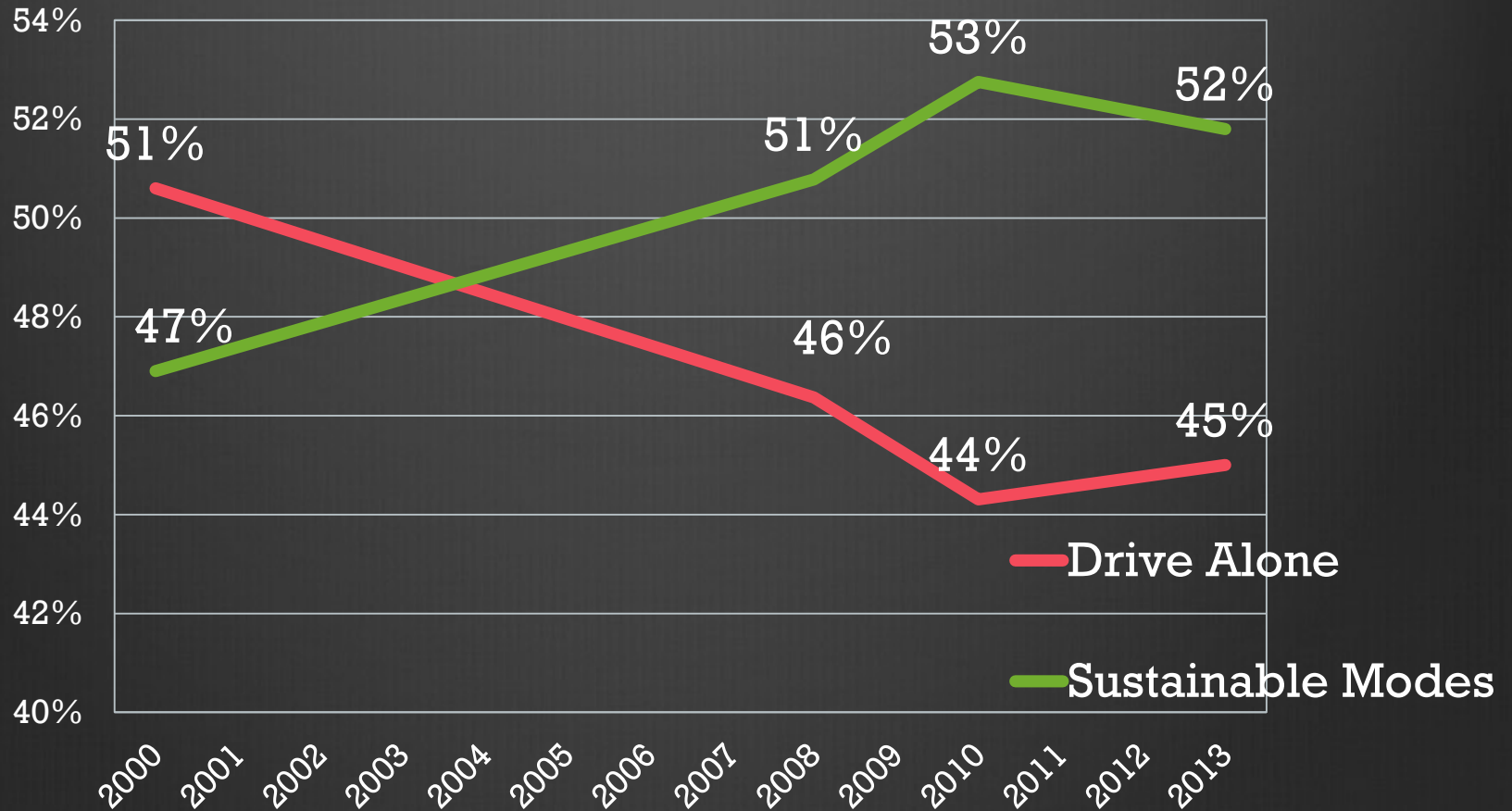


# 2014 PTDM Results

- 30,000 employees
- 11,000 grad students
- 24 million sq ft
- 18,000 parking spaces
- 39% Avg SOV (45% SOV goal)



# Commute to Work Trends



Source: Census 2000; ACS 2006-2008, 2008-2010, 2011-2013



WENDY MAEDA/GLOBE STAFF

Software engineer Mike Reed stored his bicycle in a secure cage inside a Kendall Square parking garage.

## Car-free commuting push pays off in Kendall Square

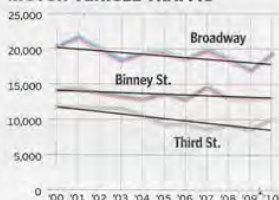
By Eric Moskowitz  
GLOBE STAFF

CAMBRIDGE — Doug Taylor used to get to work the way most Americans do, driving alone. Then he switched jobs to one of the many Kendall Square companies that offer financial incentives for employees to leave their cars at home. After trying the commuter rail, the 48-year-old Medford resident soon discovered he could pocket even more by biking.

Though Taylor had not owned a bicycle since high school, he now pedals 12 miles most days, taking the T occasionally, driving rarely.

"I enjoy the freedom of doing it and the exercise," said Taylor, associate director since January of an economic

### KENDALL SQUARE DAILY MOTOR VEHICLE TRAFFIC



SOURCE: City of Cambridge

GLOBE STAFF

research group at Ironwood Pharmaceuticals. "Between riding the bike and the amount of walking I've done to and from [the T], I've actually lost 12

pounds."

Taylor is part of a set of statistics so surprising it looks like a mistake. Despite the rapid expansion in and around Kendall Square in the last decade — the neighborhood absorbed a 40 percent increase in commercial and institutional space, adding 4.6 million square feet of development — automobile traffic actually dropped on major streets, with vehicle counts falling as much as 14 percent.

Although more commuters are churning in and out of Kendall each day, many more than ever are going by T, bike, car pool, or foot.

"As someone who has actually lived and worked here all that time, I can tell

KENDALL SQUARE, Page A14

## Boston Sunday Globe

Founded 1872

CHRISTOPHER M. MAYER *Publisher*

MARTIN BARON *Editor* PETER S. CANELLOS *Editor, Editorial Page*

CALEB SOLOMON *Managing Editor*

### EDITORIALS

## More buildings, fewer cars help drive economic growth

**E**VEN THE deepest believers in alternative transportation did a double take on hearing that car counts in Cambridge's Kendall Square had dropped by as much as 14 percent over the past decade despite the addition of more than 4 million square feet of commercial and institutional space.

Those statistics, from the Cambridge city government, have major implications for the entire Boston area, because they suggest that the urban center can grow considerably in both offices and residences without necessarily adding more roads and cars.

Cambridge's method is simple — demanding that developers who seek to build or expand parking areas make similar commitments to alternative modes of transportation, thereby helping to reduce vehicle trips and congestion. These efforts can include giving workers subsidized T passes, joining with other companies to provide shuttle services during peak hours, or even providing cash incentives for workers who walk or bike to work. Paying people not to drive may sound excessive, but it makes simple economic sense: Employers can spend hundreds of dollars per month to maintain a single parking space.

People often poke fun at Cambridge for its progressive policies. But city officials know what their residents value — clean air,

unclogged roads, lively streetscapes — and what they don't — car culture, parking lots, and commercial sprawl. In Cambridge, finding ways to eliminate car trips is seen as a basic city service along with public safety and education.

Boston, meanwhile, tries to achieve similar goals of reduced emissions and less traffic congestion through the imposition of a freeze on commercial off-street parking spaces in downtown, South Boston, and East Boston. Mayor Menino has declared that "the car is no longer king in Boston." But the freeze seems more an attempt to comply formally with clean air regulations than a creative effort to encourage greater pedestrian access and use of public transportation. Boston should look to Cambridge for some fresh ideas.

Stephanie Groll, who oversees Cambridge's parking-management efforts, said businesses and institutions are required to conduct periodic commuter surveys and traffic counts to ensure they are meeting their targets. And the city monitors compliance, retaining the right to shut down parking facilities and issue fines to companies that fail to limit traffic.

Groll said that she receives few complaints from businesses and institutions. In Cambridge, after all, fewer cars on the streets has become a sign that business is strong and growing.

Paying people not to drive makes simple economic sense.

# Thank you!

Stephanie Groll

PTDM Officer

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