



# MARKETING, EVENTS, & REAL-TIME TRANSIT INFORMATION

## BASELINE STRATEGY

5\* Points

### DEFINITION

Property owner distributes annual marketing materials promoting multimodal travel options and benefits, conducts at least two annual events promoting multimodal travel, and provides real-time transit information in building lobbies per BTD review.

### POINTS TOWARDS TARGET

5

\*In combination with other programming baseline strategies

### LAND USE APPLICABILITY

All

### UPFRONT COST

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### ONGOING COST

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### DIFFICULTY LEVEL



### SUBMISSION REQUIREMENTS

Distribute marketing materials detailing transportation-related benefits, promotions, and local transportation options, including MBTA stops, bike share locations, car share locations, and TDM options available to tenants or employees at beginning of tenant agreement and on an annual basis.

Conduct at least two events annually promoting multimodal travel, such as a Bike to Work Day or step count competition.

Display real-time transit information in building lobbies, per BTD review. Ensure displays adhere to MBTA design guidelines found at: [mbta.com/screendesign](https://www.mbta.com/screendesign).

### MONITORING

Every Year - Share marketing materials and confirmation of events and presence of real-time information source

### REDUCTION IMPACT

Anticipated VMT reduction of approximately 5 percent. More effective when grouped with other programming strategies.