

# TRANSPORTATION DEMAND MANAGEMENT

*Summer Design Fellowship – Renoj Varghese*

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# OVERVIEW

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- Transportation Demand Management (TDM) lists out a series of strategies land developers can utilize to meet the City of Boston's climate standards to reduce the number of vehicle miles driven
- These standards are ranked on a Points System. Selecting different strategies awards a different amount of points
- Once the number of points reaches a specific goal, the land development project is compliant with the City of Boston's standards
- These strategies are usually negotiated between city planners and land developers
- My project focuses on the digital and print products for land developers to submit their strategies to begin this negotiation process

# TRANSPORTATION DEMAND MANAGEMENT (TDM) TOOL

- Main project was a designing a digital portal to submit TDM strategies
- Went through three iterations of design and feedback with the Digital Team and Department of Transportation
- Conducted user tests with land developers and focus group with city planners


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Mayor Kim Janey


**CITY of BOSTON**

Mayor Kim Janey

PAY AND APPLY

PUBLIC NOTICES

FEEDBACK

TRANSPORTATION DEMAND MANAGEMENT (TDM) TOOL

Step 3 of 6

**TRANSPORTATION DEMAND MANAGEMENT (TDM) TOOL**

Step 6 of 6

**BASELINE STRATEGIES**

Baseline strategies are required for all Article 90 development projects taking place in the City of Boston not possible. Points assigned to baseline measures can be applied to the overall point target for a project.

**PROGRAMMING**

EMERGENCY RIDE HOME

Property owner or tenant provides ride services, such as reimbursement of taxi or rideshare trips, on-site employees who use sustainable transportation options.

5 POINTS

Agree to provide service in conjunction with other Baseline Programming strategies

TMA MEMBERSHIP

Property owner joins and participates in the local Transportation Management Association (TMA), if a TMA.

5 POINTS

Agree to enroll in TMA in conjunction with other Baseline Programming strategies

ON-SITE TDM COORDINATOR

Property owner provides part- or full-time dedicated staff to coordinate TDM services

5 POINTS

Agree to provide staff in conjunction with other Baseline Programming strategies

MARKETING, EVENTS, AND REAL-TIME TRANSIT INFORMATION

Property owner distributes annual marketing materials promoting multimodal transit options and promotes promoting multimodal travel, and provides real-time transit information in building lobbies per BTD.

5 POINTS

Agree to provide materials in conjunction with other Baseline Programming strategies

TRANSIT

PARTICIPATION IN MBTA PERQ PROGRAM

Property owner or employer facilitates transit pass purchases (with pre-tax benefits, if applicable) through

**REVIEW AND SUBMIT**

**USER INFO**

FIRST NAME: Alex

LAST NAME: Smith

PHONE: 1-800-555-1234

EMAIL: alex.smith@gmail.com

**PROJECT INFO**

COMPANY NAME: Smith Development Company

PROJECT NAME: Tasty Burger Development Project

**LAND INFO**

PARCEL ADDRESS: 1301 Boylston St, Boston, MA 02215

PROPOSED LAND USE: Office Space

Final Mobility Score: 90

PROPOSED PARKING PROVISION: 30

**BASELINE STRATEGIES**

Points Earned: 40

<b>EMERGENCY RIDE HOME</b> 5 POINTS Agree to provide service in conjunction with other strategies	<b>ON-SITE TDM COORDINATOR</b> 5 POINTS Agree to provide service in conjunction with other strategies	<b>TMA MEMBERSHIP</b> 5 POINTS Agree to enroll in TMA
<b>MARKETING, EVENTS, AND REAL-TIME TRANSIT INFORMATION</b> 5 POINTS Agree to provide service in conjunction with other strategies	<b>PARTICIPATION IN MBTA PERQ PROGRAM</b> 15 POINTS Agree to participate in program in conjunction with other strategies	<b>UNBUNDLED, MARKET RATE PARKING</b> 5 POINTS Agree to participate in program in conjunction with other strategies
<b>BICYCLE PARKING/BIKE SHARE PROVISION</b> 5 POINTS Agree to provide service in conjunction with other strategies		

**IMPACT STRATEGIES**

Points Earned: 25


TRANSIT SUBSIDY

25 POINTS

subsidy of no less than 75% of transit pass cost

# TRANSPORTATION DEMAND MANAGEMENT (TDM) FACTSHEETS

- Secondary project was a TDM Factsheets that explained the different strategies
- Utilized InDesign to create template for factsheets that be further iterated on
- These factsheets will be linked in the digital form



## TRANSPORTATION DEMAND MANAGEMENT (TDM) FACTSHEETS

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### TRANSIT SUBSIDY

Impact Strategy

**TRANSIT**

**DEFINITION**  
Property owner or tenant provides a subsidy for monthly MBTA transit passes

**LAND USE APPLICABILITY**  
All

**POINT VALUES**

OPTION 1	OPTION 2	OPTION 3
<b>15</b> Subsidy of no less than 25% of transit pass cost	<b>20</b> Subsidy of no less than 50% of transit pass cost	<b>25</b> Subsidy of no less than 75% of transit pass cost

**OPTION 4**  
**30** Subsidy of no less than 100% of transit pass cost

**ADDITIONAL POINTS**  
**5** If a subsidy of no less than 50% transit pass cost is combined with Platinum-level bike share membership

**UPFRONT COST**  
None

**ONGOING COST**  
Major (~\$100,000)

**DIFFICULTY**  
★ ★ ★ Easy

**SUBMISSION REQUIREMENTS**

- Provide subsidy for monthly MBTA transit passes at a 25, 50, 75, or 100 percent level.
- Subsidies must be provided based on the home or work location of the user.
- Subsidies can be enabled through participation in the MBTA Perq program by deducting less than the full cost of passes from employees' paychecks.

**MONITORING**  
Every Year - Report usage  
Every 3 Years - Evaluate subsidy level

**REDUCTION IMPACT**

- Anticipated VMT reduction of over 20 percent reduction.
- One research source estimated a reduction in commuter VMT estimated of 0.3 to 20 percent, based on available research. However, a 9 to 64 percent trip reduction was found with transit subsidies, depending on the level of subsidy, in regional central business districts.
- Controlling for other factors, vehicle trips can also be reduced by 7 percent in TDM programs featuring financial incentives for transit, with estimates of up to 30 percent in areas with good transit and restricted parking.

**SOURCES**  
CAPCOA (2010), TCRP (2010), VTPI (2017)



# THANK YOU

Special thanks to the Alaa Mukahhal,  
Caroline Stjarnborg, Matt McGowan,  
Sebastian Ebarb, Katherine McCormack and  
Jeanethe Falvey for their collaboration,  
feedback, and support

