



Brookline Place DRAFT Transportation Demand Management Program 1-16-2014

From its operations in the densely populated Longwood Medical and Academic Area, Children's Hospital Boston is a leader in transportation demand management designed to reduce single-occupant auto use by employees.

To support the Town of Brookline's efforts to reduce dependency on automobiles, especially single-occupancy vehicles, and reduce congestion in the Brookline Village area, the project will encourage staff and patients to utilize mass transit. This is projected to be particularly effective for the proposed development, since the main entry will be 200 feet from an MBTA stop.

Children's Hospital was a founding member of MASCO and has been a proactive member of MASCO's CommuteWorks TMA—the Longwood Medical Area's Transportation Management Association (TMA) that administers the area's TDM program. Children's Hospital also has a full-time transportation coordinator on its staff. All the successful measures and experience developed at Children's Hospital LMA Campus will be applied to the Brookline Place facility. The following measures will be implemented to reduce single-occupancy vehicle trips:

- Provide information on MBTA transit services in Brookline to employees, residents, and visitors in a lobby display.
- Children's Hosp. will provide 50% transit subsidies to its employees.
- Institute on-site MBTA transit pass sales.
- Work with the Medical Academic Scientific Community Organization (MASCO) to extend shuttle services to the Brookline Place location.
- Provide up to two charging stations on-site for electric vehicle charging
- Provide spaces in the garage for a car-sharing service, such as Zipcar.
- Provide showers and locker room facilities to promote alternative modes of transportation such as biking, running/walking, rollerblading, etc.
- Provide ample bicycle storage on-site to promote bicycling to work.
- Charge employees and visitors market rates for parking.
- Provide preferential parking for car and vanpool vehicles.
- Provide a "Guaranteed Ride Home" for employees using alternative modes of transportation.

Brookline Place TDM

- Explore offering a flextime or compressed work week to any non-clinical Children's employee so that some traffic may be shifted to off-peak hours.
- Provide a transportation coordinator, responsible for administering programs and managing the transportation issues for the development, including parking and loading.
- Offer an employee tax benefit program through the Federal Transit Administration. This program allows employers to receive a tax deduction for providing transit subsidies. In addition, employees are eligible to use pre-tax income to pay for transit expenses