

TRANSPORTATION DEMAND MANAGEMENT PROGRAM

PROPOSED HOTEL
700 BROOKLINE AVENUE
BROOKLINE, MASSACHUSETTS

Prepared for:

Claremont Corporation
Bridgewater, MA

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TRANSPORTATION DEMAND MANAGEMENT PROGRAM PLAN

This plan for a Transportation Demand Management Program is submitted in compliance with the Town of Brookline requirement that *the applicant shall submit a final Transportation Demand Management Plan, subject to the review and approval of the Director of Transportation and Engineering, with a copy to the Planning and Building Departments.*

The Claremont Corporation proposes to construct a 175-room hotel located at 700 Brookline Avenue in Brookline, Massachusetts. The project site is readily accessible to mass transportation, pedestrian and bicycle routes and capitalizes on the Town's existing transportation infrastructure. The Claremont Corporation is committed to a Transportation Demand Management Plan designed to reduce single-occupant use of autos.

To support the Town of Brookline's efforts to reduce dependency on automobiles, especially single-occupancy vehicles, and to reduce area congestion, the Transportation Demand Management (TDM) program is integrated with the development's Property Management and is designed to encourage the use of mass transit and other non-vehicular means of access. This effort is anticipated to be particularly effective for this hotel given the proximity to transit stops, bus routes and existing pedestrian and bicycle routes.

The benefits of this TDM plan include maximizing the efficiency of the existing transportation system, providing healthy commuter choices, and reducing single occupancy vehicles and accompanying greenhouse gas emissions.

The proposed TDM measures are summarized below:

Designation of a transportation coordinator

The transportation coordinator oversees all transportation issues including managing the TDM measures, parking, loading, and service. The hotel will have a transportation coordinator.

Shuttle Service

The project proponent will operate a shuttle service from the hotel to various areas of employment and destinations. The shuttle service will operate Monday through Friday, 7:00 AM to 7:00 PM.

Provision of Transit Schedules

Links to the MBTA website will be included on the hotel website. In addition, the project proponent will post information regarding public transportation services, maps, schedules and fare information in a central location. Real; time transit members will be provided on-site

Bicycling Resources

Secured bicycle spaces will be provided both inside and outside the building for both guests and employees. Lockers, shower, and changing area will be provided for employees.

Electric Car Charging Station

An electric car charging space will be provided in the garage.

Employee Amenities

Employees will be offered direct deposit paychecks and a break room with refrigeration and microwave will be provided for employee use.

MBTA Discounts

For qualified employees, a discount toward monthly MBTA passes will be provided.

Hubway Discounts

For qualified employees who bicycle to work, a discount for membership will be provided.

Guaranteed Ride Home

For employees who use alternative modes of transportation, a guaranteed ride home for emergencies will be provided.

Traffic Monitoring Program

To ensure compliance with the Town's Transportation Demand Management Policy, Claremont shall be subject to traffic monitoring and annual reporting to the Town of Brookline, including the following features: (i) No later than thirty (30) days prior to the anticipated issuance of a building permit for the Proposed Project, a TDM plan shall be submitted to the Town, for review and approval by the Director of Transportation/Engineering and the Planning and Community Development Director (or designee); (ii) In connection with preparation of the TDM plan, Claremont shall provide information as to its existing policies relating to employee transportation then in effect, and the mode use resulting from such existing policies; (iii) An annual monitoring and reporting program will commence after receipt of the final Certificate of Occupancy for the Proposed Project. If the final Certificate of Occupancy for the Proposed Project is issued between September 1 and February 29, the monitoring will take place during the months of September or October and a report provided to the Town no later than November 30. If the final Certificate of Occupancy for the Proposed Project is issued between March 1 and August 31, monitoring will take place during the months of April or May and be reported to the Town no later than June 30; (iv) The monitoring program will be based on traffic counts and employee surveys as to vehicle, transit, pedestrian, and bicycle usage to the Proposed Project. The monitoring program will provide detailed information on the travel modes to work and overall transportation characteristics by type of traveler (employee, visitor, etc.). The survey instrument to be used for mode share monitoring will be provided to the Director of Transportation/Engineering for approval prior to conducting the survey. The employee survey (which may be conducted through electronic means) will be sent out to all employees, with a goal of securing a 60 percent minimum response rate. A guest/visitor survey shall be conducted during normal business hours, with a goal of securing at least 200 guest/visitor surveys.

In summary, Claremont Corporation has committed to a comprehensive Transportation Demand Management Program that will help to minimize the impact of the project by promoting alternative and healthy transportation choices.