

Local

Expanded Demand Management Program and TDM Office

Enhance Boston's capacity to introduce programs that reduce driving

Policy Description

The City will expand upon best practices already in place through BTS's Transportation Access Plan Agreement (TAPA) review process to mandate that all new employers, developers, institutions, and transportation operators participate in or create new programs and incentives to help meet Go Boston 2030's mode shift and other targets. Working in collaboration with existing Transportation Management Associations (TMAs), the City will enforce existing commitments and annual monitoring requirements and promote solutions such as carshare fleets, guaranteed emergency rides home, on-site bikeshare, private mobility hubs, bicycle "pedal and park" park and rides, integrated multimodal mobile trip planners, universal transit access passes, and other essential employee and resident benefit programs that encourage people to travel without a private car.



A Better City TMA provides information about multimodal commute options to employees in downtown and Allston. Among their many programs, they offer guided bike tours to show bike commuters safe route options.

Photo credit: A Better City TMA



Policy Score

- Access 1
- Safety 1
- Reliability
- Sustainability/Resiliency 1
- Sustainability/Resiliency 2
- Governance
- Access 2
- Safety 2
- Affordability

This policy recommendation came out of the Needs Assessment

Benefits and Issues Addressed

The provision of new transportation supply will be insufficient without new policies that require reductions in the demand for driving. Today, many employees of Boston businesses have their parking subsidized, which disincentivizes transit, walking, and biking. Commuters often have little information available about nearby alternatives and default to driving. With the right financial incentives and simple promotion of alternative travel options, many Boston businesses and residential complexes have already demonstrated dramatic mode shift. Such successes need to be publicized and built upon by mandating the creation of equitably-funded travel programs for all workers and residents and avoiding the perk of "free parking."

Implementation

Approximate Cost: \$200,000 per year operating costs for the new office

Potential Funding Sources: APCC fees and TMA support

Who's Responsible: BTS and Environment Department

Time Frame: Establish City TDM office within five years

Best Practices

In 1998, Cambridge, MA, passed the Parking and Transportation Demand Management Ordinance, which requires any new development that adds parking to implement TDM measures and annual monitoring. The City created a new position, PTDM Planning Officer, which manages the program. The program has been credited for reducing driving by 10% and increasing transit use 13%.

Public Input

"Ways to shift modes and funding: Make driving private cars in Boston prohibitively expensive. Use \$ to subsidize cheap, frequent buses, vans, and ferries to provide flexible public transit for all neighborhoods. Subsidize free taxis in extreme weather."

—02140

"Paradigm shift reducing burden on transportation system. More work from home opportunities. More flexible policies who needs people there 9 – 5."

—Roslindale roundtable