

# UNIVERSITY STATION

## *Transportation Demand Management (TDM) Program*

- **Purpose** – Minimize the total volume of Project-generated vehicular traffic and reduce the number of single-occupant vehicles traveling to/from the Project
- **TDM Measures**
  - **Infrastructure**
    - *Designated Parking Spaces* for car/vanpool participants
    - *Bicycle Racks* installed at convenient locations to encourage bicycle travel
    - *Sidewalks and Promenades* to connect Project to University Ave and beyond
    - *Lighting* to encourage pedestrian travel within Project and along University Ave
    - *Ramps, Crosswalks, and Traffic Signals* to encourage barrier-free access
    - *Wide Driveways and Circulation Roadways* to accommodate bicycle travel
    - *Multi-Use Pathway* constructed parallel to University Ave
  - **Incentives and Programs**
    - *Join Neponset Valley Transportation Management Association (NVTMA)*
      - Ride matching services to assist formation of carpools and vanpools
      - Guaranteed ride home program
    - *Encourage Flexible Work Hours* to reduce peak hour vehicle trips
    - *Coordinate with MassRIDES* to utilize NuRides Program with benefits for employees who walk, bicycle, carpool, or use public transportation
    - *Major Employers Designate Transportation Coordinator* to promote TDM
    - *Participate in MBTA Corporate Pass Program* to promote mass transit
    - *Offer Guaranteed Ride Home* to all employees using alternative transportation
    - *Provide On-Site Sale of Charlie Cards* for employees and hotel guests
  - **Information**
    - *Provide Links* to MBTA and MassRIDES websites on hotel/employer homepages
    - *Periodic Newsletter* to provide commuting options
    - *Develop Information Packet* with NVTMA
    - *Make Maps/Public Transit Info Available* to employees and hotel guests