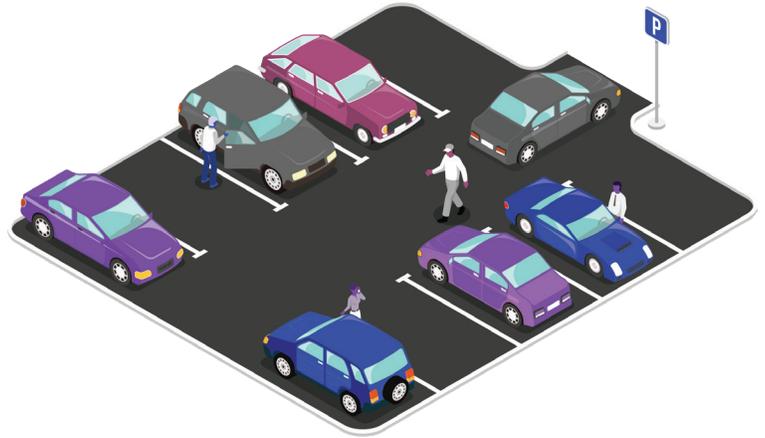


Metro Boston

# Perfect Fit Parking Initiative

Transportation Demand Management Strategies



## Pricing Incentives



### Charge for parking separately from rent

Unbundling parking from rental costs helps ensure residents are not paying for an amenity that they do not need if they do not own a vehicle.

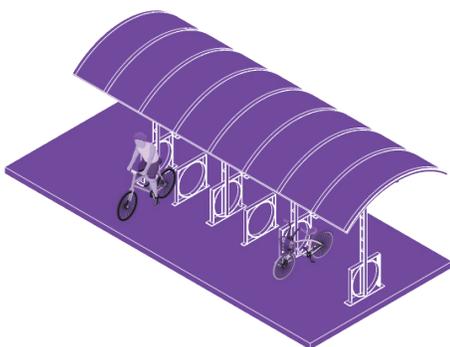
### Charge market rate for parking

The monthly charge for parking should adequately reflect the cost of constructing, operating, and maintaining parking to capture the true cost of car ownership.

### Offer a fee-in-lieu of parking option for developers

Allow developers to pay into a municipal transportation fund and rent nearby public parking spaces for residents instead of constructing all required parking spaces on-site

## On-Site Amenities and Services



### Provide secure bicycle parking

Bicycle rooms, cages, or racks should be sheltered from the elements and allow sufficient space for bicycle maintenance.

### Reserve some parking spaces for car share parking

Allowing for a small number of the parking spaces provided on-site to be used for car-sharing vehicles (like ZipCars) can discourage vehicle ownership and allow more than one or two users to benefit from a single parking space.

### Provide on-site bike share facilities

On-site bike share can promote cycling as an alternative to driving (even just for one-way trips), and enhance connections to transit stations also equipped with bike share facilities.

# Programming and Partnerships



## Join a transportation management association

A transportation management association is a membership-based organization of business owners, institutions, and property managers that provide transportation services and programs designed to reduce traffic congestion and promote local economic development. Several local TMAs will provide shuttle services, connecting residents to nearby businesses, transit stations, and other desirable destinations.

## Provide residents with free or discounted transit passes and bike share memberships

Subsidizing the cost of public transit and biking can help encourage mode shift and reduce demand for parking, particularly if residents are paying market rate for parking.

## Allow for off-site spaces to count toward on-site parking requirement

To make most efficient use of existing parking facilities, allow developers to count public off-site parking spaces (that allow for overnight parking) or private off-site parking spaces the developer has leased or owns toward the number of parking spaces required on site. These spaces should be within a reasonable walking distance to the development (generally 500-1000 feet or a 5 minute walk).

# Policy



## Reduce or eliminate minimum parking requirements

Instead of rigid parking minimums, more flexible parking requirements (such as parking maximums or allowing for a reduction in the minimum parking spaces required on-site) allows developers the flexibility to better align parking supply with variations in demand depending on neighborhood context and building features.

## Adopt a transportation demand management ordinance/ bylaw

Require new developments to implement a variety of transportation demand management (TDM) measures in exchange for reducing the number of parking spaces constructed on site. This can decrease traffic congestion, promote mode shift from driving, and serve as an appealing amenity for residents.

## Allow for on-site shared parking

If a site includes a mix of uses that experience different peak demand times for parking (e.g. first floor retail and upper floors residential), allow for employees, residents, and other uses to park in the same spaces at different times of day, which will reduce the total number of spaces needed to be constructed on-site.

## Questions?

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