

HCA's Transportation Demand Management Plan for Downing Square and 117 Broadway

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This plan provides incentives to HCA tenants at the above mentioned sites to reduce the use of single occupant vehicles and to encourage the use of public transit, bicycling, walking and ridesharing. These sites are ideally located for these transit oriented developments as each has a minimum of three bus lines within a block radius. Our incentive plan contains 4 items:

1. We are in negotiations with Zipcar to lease a space in each site's parking lot for a shared use vehicle by tenants and community residents. Because the project is so far in the future, we are offering Zipcar a space in the current Arlington Food Pantry parking area at 117 Broadway to complete a contract for the current period with the assumption of future contracts.
2. As an incentive designed to encourage tenants to live without a car, HCA will pay for the initial membership fee for a Zipcar for each household for those with no assigned parking space. We have not yet determined if this will be negotiated with Zipcar as a company deal under HCA or if each household would need to sign up individually. These conversations are being processed by Zipcar.
3. HCA will implement a monthly charge for utilization of a parking space. For those tenants with an assigned parking space, \$100 per month will be charged. Parking stickers will be issued and each sticker will have an assigned parking space. Those who do not pay the monthly fee or park in a different parking space from that assigned will be notified of the infraction and if no agreement on a payment plan can be reached the car will be towed at the tenant's expense.
4. To encourage the use of public transit, HCA will provide a \$25 monthly credit against rent for each household who provides evidence of the purchase of a monthly transit pass.
5. Both sites will provide a space for safe bike parking and storage.
 - At 117 Broadway a locked, fenced enclosure will be provided under the cover of the building overhang located in the rear of the building by the parking lot. In addition, there will be a U-shaped bike rack at the side entry on Everett Street.
 - At Downing Square, an interior room on the first floor will provide locked bike parking and storage. In addition, three U-shaped external bike racks will be provided on the site: one at the south facing door near the bike path, one on the east side of the large building, and one near the north side of the 6 unit building.



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