

**APPENDIX M:
PARKING & TRANSPORTATION DEMAND
MANAGEMENT PLAN**



**LESLEY UNIVERSITY
Cambridge Campus
Parking and Transportation
Demand Management Report**

June 2008

TABLE OF CONTENTS

Lesley University Parking Inventory Summary.....page 151

Background.....page 152

Section I. PTDM Plan Parking Update 2008.....page 152

Section II. PTDM Progress Report.....page 152

Section III. 2008 PTDM Survey Report.....page 156

Survey Results Overview..... page 157

Summary.....page 159

30-Jun-08 Lesley University Parking Inventory					
Location	Lot	Lesley Use	Non Lesley Use	Off Line	
Cambridge MA					
29 Everett Street		3			President/staff
12 Kirkland Place		2			President Residence
1627 Mass Ave	A	22			Faculty/Staff/Student
1815 Mass Ave	J	25	167		F/S & T/C
1826 Mass Ave			38		Tenants/Commercial
1840 Mass Ave	I	40			Faculty/Staff
1868 Mass Ave	K	14			Faculty/Staff
7,9,11 Mellen St	E	27			Faculty/Staff
23 Mellen St	G	6			Faculty/Staff
24 Mellen St				4	Faculty/Staff
30 Mellen St	B	32			Faculty/Staff/Visitors
61 Oxford St	C	78			Faculty/Staff/Students
68 Oxford St		5			Faculty/Staff
82 Oxford St.	H	6			Faculty/Staff
6 Sacramento		6			Faculty/Staff
3 Wendell St	D			23	Students
18 Wendel St	M	3			Faculty/Staff
22/24 Wendell St			4		Tenants
28 Wendell St	F	16			Faculty/Staff
37-41 Wendell St			10		Tenants
79-81 Roseland St			10		Tenants
49 Roseland St.			9		Tenants
815 Somerville	L	17			Faculty/Staff
subtotal		302	238	27	567
		F/S & Students	Tenant/Comm.	Off-line	

2006 had 173 ct. for non-Lesley Bally's

26 visitor

2006 total: 593

Quad Campus	Employee	Students	Leased	Off-line	Totals
29 Everett Street	3				3
12 Kirkland Place	2				2
1627 Mass Ave	A 22				22
7,9,11 Mellen St	E 27				27
23 Mellen St	G 6				6
24 Mellen St				4	4
30 Mellen St	B 32				32
61 Oxford St	C 78				78
68 Oxford St	5				5
82 Oxford St.	H 6				6
6 Sacramento	6				6
3 Wendell St	D			23	23
18 Wendel St	M 3				3
22/24 Wendell St			4		4
28 Wendell St	F 16				16
37-41 Wendell St			10		10
79-81 Roseland St			10		10
49 Roseland St.			9		9
Quad Totals	206	0	33	27	266
Porter Campus	Employee	Student	Leased	Off-line	Total
1815 Mass Ave	J 25				25
1815 Mass Ave	J		167		167
1826 Mass Ave			38		38
1840 Mass Ave	I 40				40
1868 Mass Ave	K 14				14
815 Somerville	L 17				17
Porter Totals	96	0	205	0	301
LESLEY Total	302	0	238	27	567

BACKGROUND

Lesley University's approved 2005 baseline PTDM plan enumerates a menu of transportation services and cost-effective financial incentives and describes Lesley's plans for making a reasonable effort to reduce its single occupancy vehicle "SOV" rate. The Progress Report is also an update of Lesley's existing Transportation Demand Management "TDM" programs, the University's Cambridge parking supply, and the total population of employees and students who commute to the Cambridge campus. The goal of the Progress Report is to provide the City of Cambridge with a current assessment of Lesley's parking supply and how Lesley is managing its vehicle trips through the TDM measures and strategies offered by the University as compared to its 2005 baseline report. At the time of the Lesley's PTDM Plan approval, the PTDM Officer set Lesley University's SOV mode split commitment at 38 percent. According to the 2008 PTDM survey results Lesley's SOV rate is currently 31 percent.

In the Monitoring Section of the original PTDM Plan, Lesley commits to providing annual updates to the City of Cambridge PTDM Officer. The monitoring commitments and conditions include:

- Conduct annual student and employee parking and transportation surveys in the months of April or May in accordance with the reporting requirements of the City of Cambridge and the Mass. Department of Environmental Protection's Rideshare program.
- Provide annual monitoring reports that include information where students and employees park and the cost of their permit.
- Conduct driveway and parking utilization counts every two years during the months of April or May and be reported no later than June 30, commencing in 2006.

In addition to monitoring parking and conducting an annual survey, Lesley specified a variety of TDM measures it would work toward implementing. These measures include:

- Host commuter events through MassRIDES
- Provide an onsite Employer Transportation Coordinator (ETC)
- Place transportation benefits information in new hire packets
- Promote commute options at the worksite through e-mails or intranet site
- Maintain bike racks
- Offer informal flextime program
- Offer informal Telework program
- Sell onsite transit passes
- Provide payroll deduction for transit
- Provide preferential or discounted parking for carpoolers
- Provide showers for bikers and walkers
- Offer an Emergency Ride Home Program
- Sponsor shuttle service for employees

As of June 2008 Lesley University continues to provide all of the above measures. In addition, Lesley increased the parking rates in 2007-2008 by 6%. Lesley has increased parking rates by 5% for 2008-2009. In addition to the economics of commuting and parking, Lesley has increased its educational campaign for Lesley faculty, staff and student awareness of important community sustainability goals and the benefits of car pooling, public transit, bicycle and walking to work.



Lesley has advanced its Sustainability Educational program including a new website at: <http://www.lesley.edu/services/operations/green/index.html> The Greening of Lesley University: Our goal is to empower individuals, and the institution, to contribute to a sustainable community, through a deeper understanding of the ecological connections that bind us all together, through the creation of opportunities for action, and through ongoing assessment of our progress.

Noted are the following alternate transportation improvements in 2008 from 2007:

- Carpool increased from 4% to 5.2%
- Public transit increased from 20% to 25.7%
- Bicycle increased from 1% to 3.4%
- Walking increase from 4% to 13%

SECTION I PARKING UPDATE

The Lesley University parking utilization counts at all lots/garages with 40 or more spaces were conducted during the week of May 5 – 9, 2008 between Tuesday and Thursday and during the same time as the Transportation Survey. Driveway counts were also conducted during the same timeframe at all lots with 15 or more spaces. The reports are attached.

The summary of the updated inventory and parking layouts were submitted separately to the City of Cambridge Parking Office, and included as complimentary documentation to the PTDM Plan. There is a copy of the updated parking inventory in the attached Appendix. Lesley maintains a very stable parking inventory. Since the 2006 PTDM report there has been relatively no change in employee and student supply. A description of the various parking rates and facilities can be found at: www.lesley.edu/security/parking.

SECTION II PROGRESS REPORT

Trip Reduction Incentive program progress since the 2004 PTDM Plan includes:

Onsite Commuter Events

Lesley University held Sustainability (promoting alternate transportation) fairs in October 2007 and in April 2008. <http://www.lesley.edu/services/operations/green/index.html>

Onsite Employer Transportation Coordinator (ETC)

Lawrence Carr, Director of Campus Services is the designated as the onsite ETC.

New Hire New Student Packets

New employees and students receive an orientation that includes information on the MBTA pass programs and other commuting options. www.lesley.edu/security/parking

Semester Pass Program

Semester student orientation programs include transportation and parking information (i.e. MBTA semester pass program, free parking vouchers, parking rules and regulations). www.lesley.edu/security/parking

Carpool Options

Car/Vanpool Matching is provided to Lesley employees and students through MassRIDES and administered through the Public Safety Department. Lesley's carpool policy is on file with the City of Cambridge.

Commute Options promotions at the worksite

Transportation information is included in student handbooks and employee information online. A slide show presented to the new employees at their orientation. A section of the slide show is devoted to transportation programs and services. Information regarding the MBTA parking vouchers and a link to purchase a pre-tax MBTA pass is located on the Lesley web page at: www.lesley.edu/security/parking

Bike Rack Installation

Lesley installed four 9 stall bicycle racks at \$500 per rack in 2007 (two on the Quad campus and two at University Hall). More bike racks are planned for 2008-2009 using the new City approved racks: inverted U; post & hitch or swerve types.

Informal Flextime Program

Students and faculty regularly come to the campus based on a schedule which is variable and flexible. The variable schedule is reflected in the weekly commute trips captured in the survey. Flextime for employees is on a departmental level.

Informal Telework Program

Because students and faculty come to the campus based on a variable and flexible schedule, they are not necessarily on campus five days/week and many consider the days not on campus as either CWW, Telecommuting. In the future the survey will ask students to self identify. Telework for employees is on a departmental level.

Onsite Transit Passes

Employees can conveniently apply on-line and have the MBTA passes mailed to their home or office: 83 employees utilized this service on a monthly basis. Lesley conveniently posts a link to the MBTA's transportation schedules and routes on its web page.

Lesley University participates in the MBTA's Semester Pass Program. The program allows students to order, pay and pick-up a semester MBTA pass conveniently on campus. Students are given an 11% discount on their MBTA pass through the Semester Pass Program. For 2007-2008 164 students participated in the Semester Pass program.

Payroll Deduction for Transit

Lesley employees may purchase their MBTA passes through payroll deduction on a pre-tax basis.

Preferential or Discounted Parking for Carpoolers

15 designated HOV spaces are posted and located at Lot C (which is gated), for graduate student access after 3:30 p.m. each week day as required in the PTDM Plan, also 2 spaces have been set aside at University hall for car poolers.

Information regarding the MBTA parking vouchers and a link to purchase a pre-tax MBTA pass is located on the Lesley web page at: www.lesley.edu/security/parking

Showers for Bikers and Walkers

Lesley provides 84 bicycle parking spaces, 32 are located in front of the Library on the Quad campus, 18 are located outside the Public Safety office and 34 are located at rear of the Porter Exchange building on the north campus. All areas (except the racks outside the public safety office) are covered and an aisle of at least 5 feet exists behind each rack. Capital funds are budgeted in 2008-2009 to add bike racks using city guidelines.

Showers and a changing area are located on the Quad campus in the basement of Alumni Hall adjacent to the gym and approximately 100 feet from the bike racks.

Lesley offers bicycle registration with the Security Department as an aid to locate a lost or stolen bike. Lesley started a bike to work club in 2008.

Emergency Ride Home Program

The Emergency Ride Home Program was introduced to employees on April 26, 2005.

Shuttle Service for Employees and Students

Lesley subcontracts with Local Motion to provide a shuttle service between three Cambridge campus locations. The shuttle runs continuously and conveniently from 7:30am until 10:30pm Monday through Friday. The shuttle stops are located behind 1815 Mass. Avenue, at the corner of Mass. Avenue and Mellen Street and at the Episcopal Divinity School. The shuttle service transports on average 2,300 people a week and open to anyone with University I.D. Complete information on the Lesley University Shuttle System is available from the Parking and Security office. Persons interested in getting on-line information can access the Shuttle Service through Lesley's main web page, www.Lesley.edu.

Student Commuter Programs

Lesley University offers free parking for all commuting students at the Alewife and Quincy Adams MBTA parking garages. Students can park at either garage at anytime, take the MBTA Red Line to Lesley and obtain a payment voucher for the MBTA parking. The vouchers are conveniently available at both Cambridge campuses. Lesley expends on average \$15,000 per academic year on this incentive. During the last three academic years an average of about 3,000 vouchers were distributed.

Zipcar

Lesley University participates in the Zipcar program and has a car located on its property at 1815 Mass. Avenue. The program is designed to encourage use of the public transit system because it provides a method of transportation while at work or class. The Zipcar program is promoted as part of Lesley transportation services at and featured in the fall transportation fair with reps from Zipcar distributing flyers, see information in Appendix.

Office for Workforce Development

Lesley University continues to partner with the Office of Workforce Development on several levels and is committed to working with the Cambridge OWD to identify additional Cambridge residents who may qualify for job opportunities at Lesley: 15% of Lesley employees live in Cambridge.

SECTION III SUPPORTING DOCUMENTATION FOR LESLEY UNIVERSITY 2008 PTDM TRANSPORTATION SURVEY

In 2005, the PTDM Officer established an SOV goal commitment of 38 percent. The University accepted the PTDM Officer's recommendation of this goal. Since 2005, Lesley has met or exceeded this goal. Lesley uses a slightly different yet similar electronic survey using the City of Cambridge's Sample Survey as its base, and resurveyed its employee and student population.

For the 2008 survey, Lesley clarified the identifying codes for Boston Campus employees and students and removed them from its survey lists. Therefore only Cambridge employees and students are reflected in the results giving a more accurate snap shot of its Cambridge campus commuting population. In addition, Lesley split the "hours scheduled" question in two, thus capturing the different commute hours for students and employees to use for future analysis and planning. Also, the "not on campus" choice was clarified to capture those students and faculty that do not have any classes on campus on any particular day during the week thus do not commute to campus. This year, a number of students and faculty chose "No classes scheduled" to describe their "non-commute" behavior which is more indicative of the Lesley University population which is different from other Universities and the class hours are more grouped on specific days of the week, nights and weekends.

Survey Sample

As of March 1, 2008, Lesley University had approximately 1,269 commuting employees and students who either work or attend class during the day between the hours of 6 AM and 10 PM. This number represents a relatively stable population since in 2007 the total commuting population was 1,263. Currently 767 or 60 percent are commuting students (an increase of 5%) and 502 or 40 percent are commuting employees (a decrease of 5%). The reduction of commuting employees is also reflected in the lower SOV rate for 2008.

Lesley University conducted a transportation survey during the week of May 5 through May 9, 2008. The survey collected the necessary data of their employees and students for the 2008 PTDM Report for submission to the City of Cambridge.

The survey sample included full time employees and students that meet the U.S Department of Education's criteria for full time (undergraduates with 12+ credits, and graduates with 9+ credits). To increase our understanding of what is a credit hour; the following is a definition from Lesley's Registrar's office: Registrar states: 3 credits are equivalent to 45 contact hours over the entire semester. A graduate student registered for 3 credits generally meet 2 hours, 30 minutes per week. A student registered for 9 credits would probably be on-campus 7 hours, 30 minutes. However, it's not clean-cut, graduate students may be registered for a practicum course which may not be meeting on-campus or they may be taking 1 or 2 online courses, in addition to their on-campus work, so their on-campus meeting time could be far less.

In the 2008 survey Lesley asked the students to self-select their hours on campus according to course credit hours in order to find out what percent of the students are on campus less than 17 hours. We found that 15% of student respondents are on campus 7.5 hours or less per week, 26% are on campus 7.5 to 12 hours per week, 9% 13 – 17 hours per week and only 1 % are on campus for classes over 17 hours per week.

The random sample size was determined to be 517 using the chart provided in the DEP 2007 Guidance Package. Lesley University's survey instrument included 4 additional questions for employees and students who drive alone 1 or more days a week. The results provide the University with a better understanding of why employees and students choose to drive to campus and what incentives might encourage them to try other commute alternatives. The tabulated concerns and commute satisfaction comments are included in the survey report. In addition, the survey provides both quantitative data for a PTDM progress report and qualitative data for Lesley to use as supportive information for implementing additional campus-wide transportation demand measures.

Distribution and Collection

The Lesley Human Resources Department generated the master list of employees and the Registrar's Office generated the student list, from which the representative sample was derived. All employees and students were stratified into four basic categories based on payroll codes and U.S. Department of Educational Standards. Stratification is used to capture the various patterns of commute behavior for analysis, especially recognizing that students commute differently than employees and faculty different from staff. The survey was distributed by email to employees and students. The 2008 Survey Category/Response Rate Table is below.

PTDM Category	Applicable Number	Applicable Percent*	Sample Number	Response Number	Response Percent*
Faculty	124	10%	51	61	12%
Admin.	303	24%	123	182	35%
Support	75	6%	31	41	8%
Students	767	60%	312	233	45%
Total	1269	100%	517	517	100%

*Percents are rounded

SURVEY RESULTS OVERVIEW

Combined Population Survey Commute Mode Results Chart 2008

The Lesley University 2008 PTDM survey results below represent both employees and students who commute to the Cambridge campus.

PTDM Commute Mode	Combined Mode 2008*
Drive Alone	30%
Carpool	4%
Vanpool	0%
Public Transit*	25%
Bicycle	3%
Walk	13%
Flextime, CWW, Telecommute	2
Motorcycle	0%
No classes	19%
Out (Sick, vacation, business trip etc.)	3%

*Includes bus, subway, and commuter rail.

**Not Rounded.

Adjusted Commute Mode Chart for Calculating SOV Rate for Combined Survey (Employee and Student) Results

The PTDM Reporting Protocol dated March 1, 2008 required Lesley to remove those who responded “out (sick, vacation etc.)”. The chart below shows the Adjusted Mode Split after removing “Out”. Following the PTDM Report Protocol, the average “Drove alone the entire way” trips were divided by the average total remaining trips. The results indicate that Lesley University’s Cambridge combined employee and student adjusted drive alone rate is 31 percent.

PTDM Commute Mode	Combined Mode 2008
Drive Alone	31%
Carpool	5.2%
Vanpool	0%
Public Transit	25.7%
Bicycle	3.4%
Walk	13%
Flextime, CWW, Telecommute	2%
Motorcycle	.2
No classes	19.5%

The results of the 2008 Commute Mode Chart above more accurately reflect the student hours on campus and their “non-commuting”. The student population does not commute to campus on a regular basis and they can take classes on-line. In addition, there are no regularly scheduled classes on Fridays for graduate students therefore faculty would not be on campus either.

Flextime, Compressed Work Week, Scheduled day off, Telecommuting, all mostly relate to employees.

Summary of Zip codes

According to the May 2008 survey results, overall, 66 percent, almost a 7 percent increase of Lesley’s employees and students live in communities that are located within 5 -10 miles of Lesley’s Cambridge campus as compared to last year. Boston (all zips) and Somerville tied for highest rank at 15.5 percent each at a 2.5 percent increase over last year, and Cambridge ranked second highest at 14.9 percent, a 3 percent increase from last year. The summary chart is below.

Town	Number	Percent
Somerville	80	15.5%
Boston	80	15.5%
Cambridge	77	14.9%
Arlington	26	5.0%
Medford	19	5.0%
Belmont	11	2.1%
Newton	11	2.1%
Watertown	11	2.1%
Brookline	10	1.9%
Quincy	10	1.9%
Total		66.1%

The complete list of Towns is included with the Survey Summaries located in the Appendix of this report.

SUMMARY

Lesley is committed to the TDM measures outlined in this Report. We believe that the programs and incentives we currently have in place are successfully maintaining our SOV goal of 38 percent. As Lesley works to reduce the number of single occupant vehicles that come into our campus, we will continue to encourage faculty, staff and students to utilize alternative forms of transportation using Lesley incentives and through Lesley’s community-wide education on sustainability goals –with alternate transportation as *the right thing to do*.