

Add info
to Att. 3
Transportation
Demand Management Plan
(TDM)

Attachment Co. 1
for Hearing
TDM add

Response to Traffic Comment

TO: Ms. Jean Fraser, Planner
Development Review Program, City of Portland

FROM: John Q. Adams, P.E., PTOE
Senior Transportation Engineer
Milone & MacBroom, Inc.

DATE: January 9, 2013

RE: Response to TDM Comment
Applicant - J. B. Brown & Sons
Proposed Hotel, Restaurant, and Residences
321 Commercial Street, Portland, Maine
MMI #5002-01-4



This memo serves as a response to the comment received from Tom Errico in regards to the TDM plan. Tom's comment follows:

Comment: The TDM Plan offers many strategies for meeting the projects target traffic reduction goal, although many are noted to be the responsibility of the hotel in terms of implementation. I would suggest that the applicant identify the strategies that they are committed to be implemented when the project is completed, so that a fair assessment trip reductions strategies can take place.

Response: Listed below are the TDM actions and strategies that the applicant is committed to implementing.

TDM Implementation List

1. The TDM coordinator will be an appointed position that will have authority to ensure the TDM is implemented and will be held accountable by hotel unit owner.
2. Surveys will be completed to help further customize the initial TDM plan. The surveys will be given to residents, employees and customers. The survey will include items such as:
 - What modes of travel are currently being utilized
 - Satisfaction with chosen modes of travel
 - What are the concerns or deterrents to using alternatives to single occupancy vehicles
 - What types of incentives would increase the use of alternative modes of travelSubsequent surveys will be given periodically to tailor the TDM as time goes on.
3. An information bulletin board will be provided on-site with information on available employee and customer discount incentives, available mass transit in the area, rideshare and carpool opportunities, and tourist attractions within walking and biking distance and accessible utilizing mass transit. An information packet will also be given to new residents.
4. Pedestrian Infrastructure improvements will be implemented which will enhance and encourage the pedestrian experience; these will include:

Att. 6.2

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- new crosswalks and ramps at the intersection of Maples St at Commercial Street
 - wider sidewalks and larger refuge areas along the developments Commercial St frontage
 - the addition of granite benches along a portion of Maple St
 - continuation of the 12 ft brick walkway along the site's northerly boundary which will connect York St with Commercial St
 - Extension of the Maple Street sidewalk connecting to York Street
 - The addition of aesthetic street lighting along the sites street frontage
5. Encourage Bicycle usage by providing enough bike racks for 26 bikes, no waiver will be requested. In addition employees of the hotel and restaurant will be given access to shower facilities.
 6. The hotel will provide shuttle services to area mass transit (bus and rail stations) and the Portland Jetport. Arrangements will also be made for shuttle service for special events.
 7. Hotel guests will be given an info packet at check-in with info on local mass transit, trails and tourist attractions in the areas that are within walking/biking distance.
 8. Employers will provide parking for employees who rideshare and carpool. Employers will also subsidize a portion of ridesharing costs and provide emergency transportation home when necessary.
 9. Employers will subsidize a portion of mass transit fees for employees. The actual amount of the subsidy will be determined at the time of implementation based on market conditions.
 10. There will be an option to financially unbundle parking spaces from the leased residences.
 11. Valet staff will be educated to encourage use of alternative modes of travel for hotel guest. The valet staff would be an effective tool as they will generally have contact with hotel guests arriving by car.

We trust we have addressed your comments and concerns. Please contact us should you have any questions or needs for additional information.

cc: Tom Errico, City Traffic Engineer
J. B. Brown & Sons, Inc.
Opechee Construction Corp., Inc.