General
– Add date to title page.

Context
Transit:
– Provide information on #9/#1/Breez/Zoom. These all run on Congress and will provide service to future front door.

Current Travel Behavior
Existing Mode Share:
– Include absolute numbers on graphs (i.e. ~860 people are taking shuttle, 100 carpooling, 88 walking, etc.)
– Commuting survey should be completed annually.

Geospatial Analysis:
– Include absolute figures (e.g. ~1080 MMC employees live within a 3 mile radius, 320 live within a mile).
– Is there data on usage of UCar Share?

Program Goals
– This section begins with a discussion on peak parking demand, but the goal/metric is framed as a 'trip reduction.' This section should be consistent re goals and metrics.
– Baseline should also be more clearly identified (e.g. if there are ~2700 MMC employees driving alone to work every day (based on the survey), this = X SOV trips. Target (2%) of these trips = X. A table may be helpful to show this information.
– Plan should be clear on how the metric will be monitored. If metric is trips, MMC will need to monitor trips. If parking demand, same. What method is proposed? Counts or surveys? Traffic or parked vehicles.
– The shift of 65 employees over five years seems under-achieving.
– Monitoring should be annual.

Parking & TDM Strategies
Current GOB Strategies:
– Figure 6 should include both the existing and proposed bike network (see attached markup).
– The TDM plan notes that vanpool and carpool vehicles will get preferential parking spaces in the new employee garage. The location of the new garage may actually be a barrier for increased carpooling. We would suggest identifying spaces on-campus.
– The 'pay for parking' section is in the future tense. This should be in the future strategies section.
– The plan should also clarify the cost for parking – is it $3 per week or bi-weekly? Paying for parking (and allowing cash out) is potentially one of the most significant things the hospital could do to shift mode share.   Fees could/should be increased significantly.

Enhanced (Future?) Strategies:
– In the bike discussion, note that many of the proposed bike network connections serve MMC.
– Explain how enhanced transit subsidies will work. How will MMC administer the program?
– Also, are there METRO system/operational enhancements that could influence MMC employee use?
– Provide incentives for those who walk or bike.

New Program Elements:
– Narrative states that MMC 'is currently exploring the following options.' MMC needs to commit to strategies in the TDM plan.
– Short-term strategies should be 1-2 years to align with the short-term goals.
– The short-term strategies include improving data collection capabilities with a reference to the long-term strategies. This should be fleshed out in the short-term if it is included as a short-term action.
– The plan should also include mid-term actions (3-5 year). Otherwise there is a gap between short & long-term.

- There are only two long-term strategies identified. Are there other, more targeted strategies that MMC could pursue in the future?

Education and Marketing Strategies
- Include a timeframe for these strategies.
- What about challenges/incentives outside of GoMaine? MMC could provide their own.
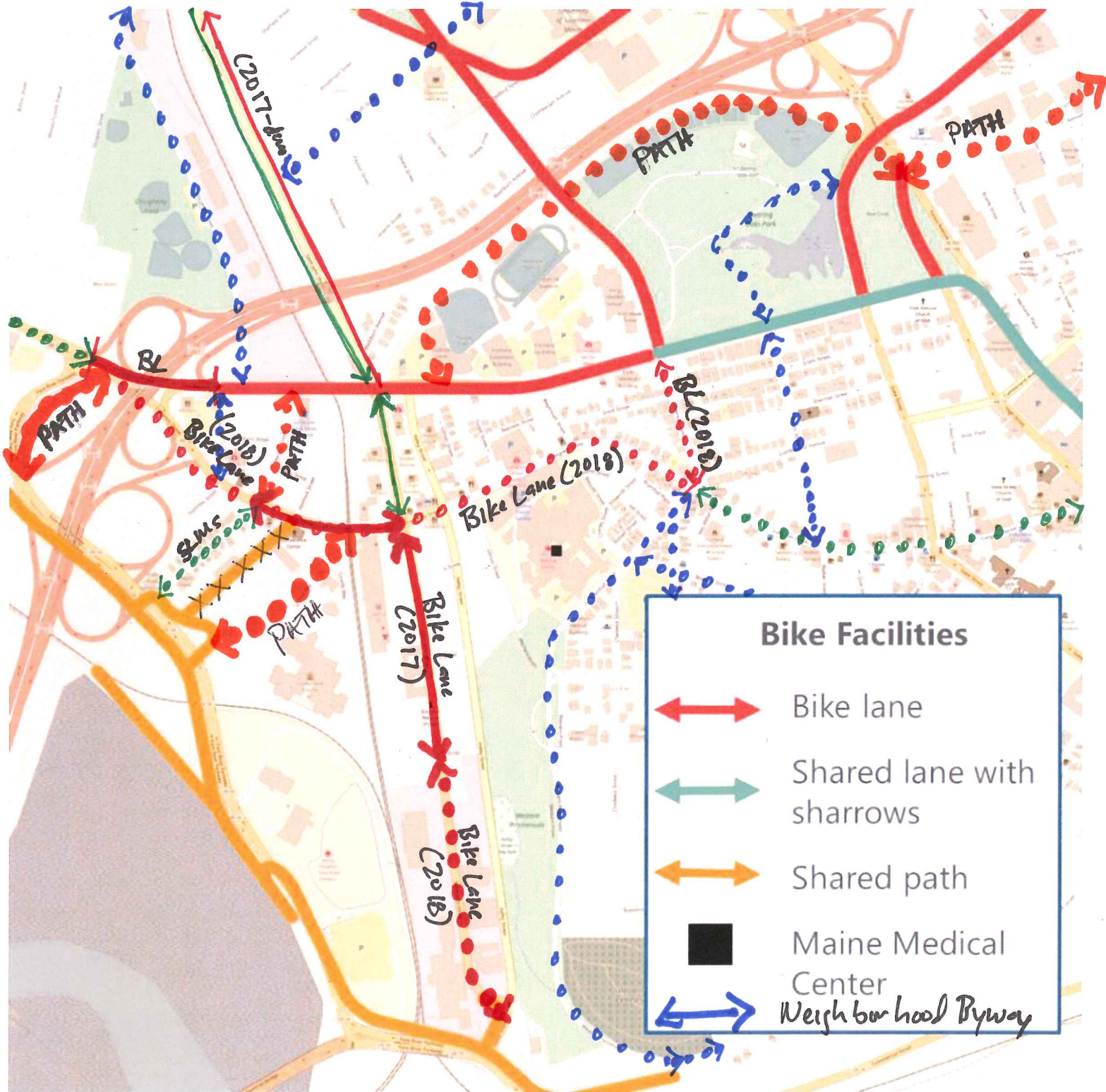- What about connections to HR/employee health programs?

Comprehensive Data and Goal Monitoring
- As above, data collection and monitoring should be annual at the least (as per the IOZ). Monitoring reports should be submitted to the city's Planning Division and include a summary of progress toward plan targets.
- Establishing a strong data collection system is critical. We strongly suggest that MMC incorporate technologies that will provide useful and accurate information for assessing transportation data.

UPDATED Existing + Future Bikeway Network

FIGURE 6   Bicycle Network Surrounding MMC