

**Maine Medical Center's  
Draft First Year Plan for Transportation Demand Management  
Portland Bramhall Campus  
February 2008**

***Project Background***

The City of Portland required that MMC complete a travel/transportation demand management plan as a condition of their site plan approval for the most recent expansion to be completed in the summer of 2008. The specific conditions were as follows:

*Conditional Rezone provision:*

*"18. MMC agrees that it will encourage its employees and visitors to use alternatives to single-occupant automobiles when traveling to and from the PROPERTY. In its application under the Site Plan Ordinance, MMC agrees to include among its written statements an Alternative Transportation Plan. The Alternative Transportation Plan will propose strategies to reduce single-occupant automobile trips to the PROPERTY. Such strategies shall include, but not be limited to, subsidies and other incentives for employees and visitors to use local and regional mass transportation, share rides (carpools and vanpools), ride bicycles and walk. The Planning Board will include the Alternative Transportation Plan in its consideration of sections 14-526(a)(1) and (2) of the City Code. In addition, an analysis of effectiveness and functioning of the Alternative Transportation Plan shall be provided to the City Council's Transportation Committee on an annual basis."*

*Site Plan condition of approval:*

*"vi. MMC shall submit a revised Alternative Transportation/Travel Demand Management Plan for Planning Board review and approval, prior to issuance of a certificate of occupancy for the parking garage, which shall provide additional incentives for employees to use transit."*

The objective of the Transportation Demand Management Plan is to reduce single occupancy vehicle trips by a variety of specific strategies such as rideshare, transit, bicycling and walking. However, there are a variety of initiatives currently underway that will influence this plan, such as the Peninsula Transit Study, the Metro Route Study, and MMC's plans to survey its 4,500 employees at its Bramhall location.

Therefore, the purpose of this first year plan is to implement actions needed for the development of a detailed TDM plan. These actions include:

- appointing a transportation coordinator
- completion of an employee survey
- participation in the Peninsula Transit Study
- implementation of a rideshare program with preferential parking for interested employees
- installing bicycle racks
- other actions described in more detail below

A finalized multiyear TDM plan will be prepared and implemented following the first year. The implementation schedule is described in detail at the end of this narrative.

### ***TDM Plan***

The following paragraphs describe the features of this first year plan. Each major component of the first year plan includes a discussion of the approach, followed by action items.

#### ***1. Identification of a Transportation Coordinator***

MMC will activate its TDM Plan through the coordinated efforts of staff in the Parking, Engineering, and Operations Departments. A TDM Committee of staff from across the hospital will assist with planning, implementation and communication of the Plan. The Parking Department representative will be responsible for working with the City of Portland staff, Portland Area Comprehensive Transportation Committee (PACTS) and the Council of Governments in implementing the first year and subsequent year plans. The coordinator will actively participate in regional planning efforts to reduce the number of single-occupant vehicles by volunteering to be on the advisory committees for the Portland Peninsula Transit Study and the Portland Metro Regional Route study, as well as volunteering to serve on other committees as appropriate such as the PACTS transit committee, attending the annual transit summit and other meetings.

#### ***2. Develop a Transportation Demand Advisory Committee within MMC***

MMC will develop an internal advisory group to oversee the development and implementation of the TDM plan. The committee will consist of representatives from across the organization, including nursing staff, administration, human resources department, Facilities Development, Information Services, Engineering and others. The group will meet monthly to review the progress of the development of the plan

and to assess its implementation with respect to the timeline goals discussed later in this plan.

**3. Prepare and conduct a transportation survey of the employees**

MMC is the largest employer in the City of Portland employing approximately 4,500 people at its Bramhall campus and thus the possibility exists for a significant reduction in the number of single occupant vehicles. However, the nature of much of the work of MMC staff is such that it must be performed on a specified, 24/7 schedule and/or must be provided on an emergency response basis. Development of a successful TDM plan will need to be carefully tailored to the specific schedules, demographics, and concerns of the employees which will be determined through a survey. MMC has experience surveying and communicating with its employees via electronic means, and will develop a computerized survey of staff. The survey will be submitted to the City Planning Department staff for review and input. The survey will consist of a variety of questions to obtain the following information: demographics, commuting route and mode choices, work schedules, and interest in and sensitivity to a variety of incentives to encourage alternate transportation modes.

MMC will share pertinent data from the results of its survey with the City Planning Department and such data will provide useful information for the Peninsula Transit Study as well as the Metro Route study in developing regional routes and timetables that would be compatible with the schedules and travel routes of MMC's 4,500 employees.

**4. Prepare educational/promotional material**

MMC will prepare educational/promotional material for employees to highlight the goals of the plan and their participation, the desired outcomes, and to obtain their thoughts and suggestions. This material will emphasize an "open door" policy with respect to continued feedback and suggestions for the program. Information on the TDM program will be prominently posted in areas where employees frequent and include the contact information for the Transportation Coordinator.

**5. Implement Rideshare/Vanpool Program**

This program will include a database program for matching rideshare candidates and will be administered by the Transportation Coordinator and Human Resources staff. MMC will encourage employee participation in the plan by offering preferential parking and possibly free parking in the garage or other incentive(s) to be identified,

and a guaranteed ride home. The Transportation Coordinator will work with the department heads to promote the program through staff meetings to encourage participation in the program and answer questions and through written notices describing the program. An important feature of this program is for the Transportation Coordinator to monitor participation on a periodic basis. This program may also be coordinated with the Greater Portland Council of Governments regional rideshare program. During the next year, the Transportation Coordinator will work with MMC management to evaluate whether it is feasible to maintain a vehicle fleet for use by employees for offsite meetings and to facilitate the guaranteed ride home program by participants in future years of the plan.

#### **6. Encourage Use of Transit**

The Greater Portland Area is fortunate to have a variety of transit alternatives including Metro, the South Portland Bus Service, Zoom, The Downeaster and others. While the opportunity for participation in this program is currently somewhat limited for the current service, MMC will encourage the use of this alternative by making updated schedules available and promoting their use by offering discounted monthly bus passes to its employees. As previously mentioned in this plan, The Portland Area Comprehensive Transportation Committee (PACTS) in coordination with the City of Portland, has recently begun a Peninsula Transit Study as well as a Metro routing study which will benefit from the active participation of MMC (and a representative from MMC has been appointed to the advisory committee). The outcomes of the PACTS studies will include a determination of feasible transit alternatives and associated facilities in the region, as well as routes, and timings. MMC will develop a long term transit promotional strategy with appropriate incentives following the conclusion of these studies.

#### **7. Bicycling and Walking Program**

Bicycling or walking to work will be encouraged through provisions of secure bicycle racks in well-lit and protected areas. MMC will investigate incentives such as those described above.

#### **8. Multiyear TDM Plan**

Following the completion of the employee survey, the Peninsula Transit Study, and the Metro Route study, MMC will have the background information upon which to develop and implement a more comprehensive TDM plan. The Transportation Coordinator will develop the plan with input from MMC staff and consultants as

appropriate. This multiyear plan will include a detailed plan for implementing and monitoring transit, rideshare, bicycling and walking initiatives and set specific goals in each of these categories based on information obtained in the first year plan. MMC anticipates to be able to prepare and share the Final TDM Plan with the Portland Planning Board in the late spring of 2009 for final approval. MMC will provide an annual report to the Portland City Council Transportation Committee on the effectiveness and functioning of that Final TDM Plan as required in the Conditional Rezone provisions.

**9. Timetable for plan actions items**

The estimated time frames for each of the action items presented in this First Year TDM plan are summarized below:

<b>Action Item</b>	<b>Timeframe for Implementation</b>
Appoint Transportation Coordinators	January 2008 (Completed)
Develop a MMC Transportation Committee	January 2008 (Completed)
Attend Peninsula Transit Study Meetings	January 2008-July 2008
Draft Employee Survey	March 2008
Review Survey with City Staff	March 2008
City Planning Board TDM Approval	March 2008
Conduct Employee Survey	April 2008
Prepare Promotional Material	May 2008
Communicate TDM Plan to Employees	May 2008
Purchase and Place Bike Storage Lockers	June 2008
Implement Rideshare Program	June 2008
Offer discounted Metro passes	June 2008
Assess success of TDM Plan	December 2008
Submit Final TDM Plan to Planning Brd	June 2009
Report to City on effectiveness of TDM Plan	June 2009

End Draft TDM Plan