

### **Transportation Demand Management (TDM)**

The Applicant is committed to providing a Transportation Demand Management (TDM) Plan that includes the following:

- Provision of Employee Transportation Coordinator (ETC) to disseminate TDM information to tenants.
- Encouragement of tenants to provide public transportation subsidy program for employees and visitors;
- Provide a bicycle rack (10 slots) for employees and visitors;
- Encouragement of tenants to provide alternative work arrangements;
- Provision of preferential parking for carpools, vanpools, car sharing and low-emission vehicles and encouragement of commercial tenants for provision of a guaranteed ride home program.
- Electrical conduit will be provided for 10 parking spaces on the site with distribution based on number of tenants and tenant location;
- Providing Ridesharing / Ridematching Services, and
- Partnership with MassRIDES and NuRide – The Applicant will encourage tenants to partner with MassRIDES and NuRide to develop and evaluate a comprehensive TDM program, and encourage employees to make greener trips. NuRide provides assistance to employees with finding ride-share matches and public transportation options and offers incentives like discounts to area businesses and attractions for making “green” trips. New employees can be registered with NuRide as part of their orientation.
- **No Idling Signage. Installation of “No Idling” signs at the Project Site’s delivery vehicle parking and loading areas to reduce the amount of greenhouse gasses emitted.**
- **Automatic Employee Payroll Reduction. Direct deposit and other automatic employee payroll transactions should be encouraged consistent with individual tenant corporate policies.**
- **Shift Hours. The proposed use at the Site should be encouraged to include scheduling times for truck drivers and warehouse staff that result in primary trip patterns to/from the Site that occur outside of traditional commuter periods.**

### **Mitigation Comments**

The Applicant proposes the following mitigation approach for the intersection of Leominster Shirley Road at Fort Pond Road and Old Shirley Road:

1. Prior to initial occupancy of the facility, add pavement markings throughout the intersection to better define traffic flow through the intersection. This would include double-yellow centerlines, white edge lines, and stop lines. Pavement markings would extend ±300 feet from the intersection on all approaches. No geometric improvements would be made.
2. Prior to initial occupancy of the facility, the Applicant will provide an intersection design report and 10% design plan with survey for the intersection which would include right-of-way, geometric improvements, and potential traffic signalization. The design report will include a 12-hour traffic volume count of the intersection, traffic signal warrants for existing and future 2028 conditions, an analysis of the design alternatives, **and a preliminary cost estimate.**
3. Conduct a monitoring study within **three months of initial occupancy.**

The total suggested mitigation package for the project includes the following:

- Left-turn lane for the eastern site driveway to improve traffic flow and mitigate vehicle queuing on Leominster Shirley Road.
- Bicycle lanes along the site frontage to be constructed within the off-site improvements
- Easement to the Town along a portion of the site frontage
- Tree cutting and brush clearing along the south side of Leominster Shirley Road at Reservoir Road to improve vehicle site lines

Proposed Warehouse Development  
535 Leominster-Shirley Road - Lunenburg, Massachusetts

- Additional traffic signage along Leominster Shirley Road and working with the Department of Public Works to clean up the existing sign clutter
- Install pavement markings at the intersection of Leominster-Shirley Road and Fort Pond Road
- Prepare an intersection design report and 10% design plan for the intersection of Leominster Shirley Road at Fort Pond Road
- Conduct a monitoring study within **three months of initial occupancy** of the project

### **Transportation Monitoring Program**

Along with the proposed mitigation to the Town, the Applicant has committed to a post-construction monitoring study that addresses the potential for unanticipated traffic impacts. **Traffic Monitoring Program should be conducted within three months of initial occupancy; to the extent building occupancy at time of initial monitoring is below 80%, an additional monitoring program should be conducted once the building achieves the 80% occupancy threshold.** The monitoring study will include the following scope:

#### Phase I:

- Collect automatic traffic recorder (ATR) counts **with classification** on the site driveways over a continuous **seven (7)-day period to include directional turning movement counts;**
- Compare the actual observed weekday AM and weekday PM peak hours trips obtained from the ATR counts to the site-generated trip estimates contained in GPI's *Trip-Generation and Site Access Letter* as well as the *Response to Comment Letter*.
- Review of motor vehicle crash data for the most recent 1-year period available from the Lunenburg Police Department for the Project site driveways on Leominster-Shirley Road.
- If the proposed site traffic volumes do not exceed 140 weekday AM or 140 weekday PM total peak hour trips, this should be documented along with the crash analysis. This would complete the monitoring requirement for the project and no more traffic mitigation work would need to be completed.

#### Phase II:

To be done if the facility exceeds 140 peak hour trips (weekday AM or weekday PM). If exceeded, move onto the following steps.

- Collect turning movement counts (TMCs) for a 12-hour period (7:00 AM to 7:00 PM) on an average weekday at the intersection of Leominster Shirley Road at Fort Pond Road.
- Conduct capacity and queue analyses during the weekday AM and weekday PM peak hours based on traffic counts collected.
- Compare the results of the capacity and queue analyses described above to the results in GPI's *Trip-Generation and Site Access Letter* and the *Response to Comment Letter*.
- Conduct a signal warrant analysis based on traffic counts collected.
- Review of motor vehicle crash data for the most recent 1-year period available from the Lunenburg Police Department for the intersection of Leominster-Shirley Road at Fort Pond Road.
- **The Applicant shall implement additional mitigative actions to offset identified project impact on a proportional impact basis. This may be achieved through (a) implementation of geometric and traffic control improvements to the intersection that address identified operational or safety deficiencies; or alternatively (b) the Applicant will advance the 10% design to a final engineering plan that would provide a basis for mitigation by other future developments in the area, state funding request or state grant program application such as MassWorks, to address safety and operational needs at this gateway intersection to support and further promote future economic growth along the corridor. The development of the plans from 10% to Final would satisfy the fair-share financial contribution of the project.**

Any background developments, tenants, or existing business operations that have recently been constructed or occupied in the area at the time of the monitoring study will need to be identified so their impacts on the study area

Proposed Warehouse Development  
535 Leominster-Shirley Road - Lunenburg, Massachusetts

intersections can be separated from the proposed project traffic when comparing to the *Trip-Generation and Site Access Letter* and the *Response to Comment Letter* results.

The data collected shall be summarized in a report provided to the Department of Public Works and shall include the following information: i) a comparison of the volume of traffic generated by the Project as measured at the Project site driveways to the traffic volume projections that are presented in the *Trip-Generation and Site Access Letter* and the *Response to Comment Letter* and ii) a comparison of pre- and post-occupancy motor vehicle crash trends at the monitored locations.