



City of Cambridge

Committee Report #1a

IN CITY COUNCIL

April 26, 1999

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report regarding the placement of bus schedules on signage for bus stops.

In City Council April 26, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk



City of Cambridge

Committee Report #1b

IN CITY COUNCIL

April 26, 1999

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on the opportunity of using the PTDM to expand shuttle services.

In City Council April 26, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in black ink, reading "D. Margaret Drury". The signature is written in a cursive style with a large, looped "D" and a trailing flourish.

D. Margaret Drury
City Clerk



City of Cambridge

Committee Report #1c

IN CITY COUNCIL

April 26, 1999

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on whether the City could become partners in a TMA service to open up shuttle service to the public.

In City Council April 26, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk



City of Cambridge

Committee Report #1d

IN CITY COUNCIL

April 26, 1999

COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on the unmet demand for shuttle service, the service now in the City and the issue of partnership between the City and private entities.

In City Council April 26, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

Cost per year -	\$340,000
Ridership per month -	11,000
Charge per passenger -	\$.50
Cost per passenger -	\$26.00

Mr. Barr stated that after the three-year period, it is not clear how the shuttle service will be run.

The Committee heard from Ted Hamann, 106 Holworthy Street, who gave the Committee information on the Lexington shuttle service. The express service, he said, is going well in an area where there is no transit service. It is a simple, reliable service. He outlined the cost as follows:

Cost per hour -	\$35.00 to \$38.00
Cost per month -	\$26,000 to \$28,000
Charge per passenger -	\$1.00 (up from \$.50)

The Town of Lexington, he said, has threatened to discontinue the shuttle. The residents complained and the service is still in operation, he said. Councillor Davis asked Mr. Hamann about the ridership. Mr. Hamann responded that the shuttle service is not heavily used; 325 riders per day. The service, however, is politically popular.

Mr. Hamann gave the Committee information on the Newton shuttle service. Newton shuttle has 3 routes. Newton does have a Green Line and a Commuter Rail. Cross-town transportation is almost non-existent. The shuttle operates 156 hours per month with a daily ridership of 170. Funding is provided by federal CMA in the amount of \$117,000, and partnership funding of \$149,000. The shuttle service is used for less affluent, mobile, elderly population and children.

The Committee heard from James Gascoigne, representing the Charles River TMA, who stated that leadership is needed to bring different riders together (such as city agencies and the private sector) to combine the uses. Environmentalists are encouraging the use of shuttles, he said.

Mr. Hamann asked what type of pressure is needed to encourage the use of public transportation. Councillor Davis stated that with the PTDM, the City may have employers who will use shuttles to reduce congestion and improve air quality. Ms. Rasmussen stated that a great influence is to provide an option to employers such as requiring an improved mode split. If the City brings down the use of cars by 10% from the census, the City will be improving. Shuttle service, she said, must be provided for special permit applications. The City requires developers to join the Charles River TMA which serves multiple businesses.

Councillor Davis asked what is the status of the Charles River TMA. Mr. Gascoigne responded that the TMA is a group of businesses in a geographic area working together. The TMA used funds from the Clean Air Act. Funding ended last year and TMA is moving to privately funded organizations, such as MIT, University Park and Cambridge Tech Partners. The shuttle started 2 ½ years ago. Councillor Born asked who uses the shuttle. Mr. Gascoigne responded company employees, MIT students and families and employees. Is it a commuter use, asked Councillor Born. Mr. Gascoigne responded in the affirmative. The schedule needs to be studied and the stops need to be well located, he said. Ms. Rasmussen stated that the city needs to address the problem of private shuttles and their stops. The shuttles cannot be arriving at the same time, she said.

Councillor Davis asked about the ridership of the TMA. Mr. Gascoigne informed the Committee that the TMA has a ridership of 3,500 passengers per month; at a charge of \$.68 per passenger.

Mr. Hamann asked Mr. Gascoigne about the TMA shuttle vehicle. Mr. Gascoigne stated that the target users are corporate executives to get them out of their cars. The vehicle is a 22 passenger, walk-on van with bucket seats. The key factor is the van is smaller than a bus. Mr. Hamann stated that the appearance of the vehicle needs to be upscale to encourage ridership. Mr. Gascoigne stated that this also applies to the quality of the drivers. It is essential to keep good drivers. The service is a customer service business. We have pleasant drivers. Mr. Gascoigne informed the Committee that TMA uses Paul Revere drivers and the drivers are privately hired. The drivers need a special license and are drug tested regularly, he said.

Ms. Rasmussen asked Mr. Gascoigne if the general public can use the TMA shuttle. Mr. Gascoigne responded that the License Commission issued the license restricted to corporate use. If the TMA shuttle ran to Logan Airport, the taxi drivers would be upset, he said.

Councillor Davis stated that the City needs one voice on shuttle service; what the policy for the city on shuttle service needs to be defined. She submitted the following motion:

ORDERED: That the City Council go on record favoring a unified approach to the development of shuttle service in the City of Cambridge incorporating the Transportation Department and the License Commission any any other appropriate departments.

On a voice vote the motion –
Carried.

Mr. Gascoigne stated that the TMA shuttle is free to affiliates of participating members. 6-10 invoices are sent out for funding, he said. Anyone could get on the TMA shuttle, because identifications are not checked. He stated that it does not make sense, both legally and transactionally, to collect fares. The Galleria shuttle had a security issue with rowdy teenagers who were using the shuttle. Now there are security officers on the Galleria shuttle, he said. Mr. Gascoigne stated that TMA's focus is to get people to public transportation, to businesses during peak hours and to help eliminate the use of vehicles during the daytime.

Councillor Born asked about the cost of TMA shuttle service. Mr. Gascoigne gave the following information.

Cost per year -	\$100,000
Hours per day used -	12
Days used per week -	5
Number of vehicles -	1

This includes both driver and vehicle, he said. Councillor Born asked if another vehicle is provided by Paul Revere if there is mechanical failure. Mr. Gascoigne responded in the affirmative. Councillor Born stated that the City needs to define the desired routes for shuttle service. Mr. Gascoigne stated that North Station, Kendall and Harvard Squares are hubs; shuttles should work as feeders to hubs. Councillor Born stated that shuttle service is a supplementary service to public transportation.

Councillor Davis stated that there are poor connections to Cambridge from the western suburb. Ms. Rasmussen stated that the City has to look at the demand. Can the demand be served by the MBTA. The City is looking to have the MBTA do a demand analysis of I-93. The City needs to look at combining shuttle use with existing routes. Then the City can add routes.

Mr. Gascoigne stated that there could be a subscription service. Establish a contract; then market a service. Ms. Rasmussen stated that businesses subscribe to the Caravan System. The City could have a demand base system.

Councillor Davis inquired who performs demand analysis. Ms. Rasmussen stated that the MBTA could do the demand analysis. The City, she said, needs to develop a list of areas of unmet demand; then the City could do further analysis for ridership.

Mr. Ken Carson, President of the CCA, asked if the heaviest demand is in the morning and at the end of the day. Mr. Gascoigne responded in the affirmative. Mr. Carson asked if the TMA could do senior shopping runs or time shift runs between senior housing developments and shopping or athletic field runs. Mr. Carson requested the CCA News article entitled "Shuttles in Cambridge" written by Geneva Malenfant be included in the report and is attached as ATTACHMENT B. Mr. Gascoigne stated that funding is needed, he said. He suggested that for the shopping trips the City should approach the stores.

Councillor Davis stated that University Park – Star Market should allow shoppers to use the TMA shuttle. Mr. Gascoigne stated that the TMA is an express service. Shoppers have bags and the issue is long loading time. The focus, he said, should be a local service.

Councillor Davis asked could Harvard University shuttles be diverted to serve after school sports. These are possibilities to explore. This is a public need issue with a private service.

The Committee heard from Robert Winters, 366 Broadway, who stated that a list of the demand was made by the TMA to provide service. A method needs to be developed and learn more about the demand. Maybe there is a market to cluster needs together, he said.

Councillor Davis asked Mr. Lauren Preston, Deputy Director of Traffic, Parking and Transportation, about bus stop signs. Mr. Preston stated that the MBTA has put up the signs. Councillor Davis asked how can the bus schedule be put on the signs. Ms. Rasmussen stated that there are negotiations with the MBTA. Mr. Preston stated that the City does not have a plan to put the bus schedule on the signs. At this time, Councillor Davis made the following motion:

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report regarding the placement of bus schedules on signage for bus stops.

On a voice vote the motion –
Carried.

Ms. Rasmussen informed the Committee that the City could request funds for City signage from the MBTA. Mr. Preston informed the Committee that the City would need a way to replace data as schedules change; a permanent sign will not work.

Councillor Davis made the following motion:

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on the opportunity of using the PTDM to expand shuttle services.

On a voice vote the motion –
Carried.

Ms. Rasmussen stated that the City is requiring shuttle service for employees and customers through the PTDM ordinance. She further stated that stand alone parking garages will have to conform to the PTDM ordinance also.

Councillor Davis asked Ms. Rasmussen if the City can take an existing traffic problem and mitigate it with transferable traffic credits. Ms. Rasmussen responded that this issue would require another level of analysis. Mr. Winters stated that he was concerned with opening the regulatory door to transferable mitigations of the impacts of another development.

Mr. Carson stated that he was under the impression that shuttle service was underutilized around the City. Mr. Gascoigne responded that Mr. Carson's impression was a fair assessment in general. He further stated that a schedule is needed to make it convenient to get employees from one point to another. Councillor Davis stated that a survey is needed of the underutilization of services and their off peak hours; this would add ridership. Ms. Rasmussen stated that she would contact TMA for this information. The City wants to gather this information because there are more TMAs operating around the City and more businesses are offering subsidized T passes than the City has information on. Shuttle services to T service, she said, was one way to influence people to change their mode of transportation.

Mr. Gascoigne asked if the City would be willing to fund the shuttle service to open this service to the public. Councillor Davis made the following motion.

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on whether the City could become partners in a TMA service to open up shuttle service to the public.

On a voice vote the motion –
Carried.

Mr. Gascoigne suggested that alternative fuel vehicles should be reviewed. Ms. Rasmussen informed the committee that if there is a 500 parking space facility, an alternative fueling station must be provided.

Mr. Winters stated that competition should not be diminished if the shuttle is opened to residents.

Ms. Rasmussen stated that there is a lease program for alternative fuel vehicles that is affordable; however, after three years the cost increases. The CMAC funds have been frozen and this has prevented the City from acquiring three alternative fuel cars.

Mr. Preston informed the committee that there is no room to install a shuttle stop in Central Square. Shuttles, he said, need to stop near T stops and bus stops to be used. Mr. Winters asked what is the law that prevents doubling of MBTA and shuttle busses. Mr. Preston responded that there is no law, but schedules may conflict. Ms. Rasmussen stated that bus schedules cannot be hampered. Councillor Davis stated that the License Commission and MASCO should be invited to the next meeting.

Councillor Davis asked where should the Committee go from here. She stated that she would wait for answers to Ms. Rasmussen's survey on shuttle service.

Councillor Davis stated that the Committee is looking at an opportunity to explore shuttle service available to the public. At this time, Councillor Davis made the following motion:

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on the unmet demand for shuttle service the service now in the city and the issue of partnership between the city and private entities.

On a voice vote the motion –
Carried.

Councillor Davis further stated that the City needs to explore the possibility of Harvard and MIT becoming partners with the city to provide shuttle service to the public.

Mr. Gascoigne stated that a preliminary review by the License Commission and the Traffic, Parking and Transportation Department would be helpful to operate a shuttle service.

The hearing adjourned at two o'clock p.m.

For the Committee,

A handwritten signature in black ink, appearing to read "Henrietta Davis", written in a cursive style.

Councillor Henrietta Davis
Chair

Shuttle Services Currently Operating in Cambridge

Because a license is not required for every shuttle services operating in Cambridge, there is no master list of all shuttles operating in Cambridge. This list presents all of the shuttles that Community Development is aware of as of March 1999 and is not intended to be exhaustive.

- **Lotus Development Corporation:** Connects 55 CambridgeSide Place to Kendall Square, North Station, and other Lotus offices.
- **Charles River Transportation Management Association (TMA):** Service along Vassar Street connecting Kendall Square with MIT and the area near the BU Bridge.
- **US Trust:** One Kendall Square offices to Kendall Square and points in Boston.
- **CambridgeSide Galleria:** Kendall Square to CambridgeSide Galleria, with a stop at the One Kendall Square movie theatres.
- **The Cambridge Hospital:** Cambridge Hospital to Binney Street Parking Garage.
- **GTE Internetworking:** Alewife MBTA to 100 / 150 CambridgePark Drive, 10 / 70 Fawcett Street and other GTE locations. This service will be integrated into the newly formed Alewife Transportation Management Association.
- **Hyatt Regency Cambridge:** Hyatt Regency (Memorial Drive) to various points in Cambridge and Boston.
- **Cambridge Inn:** Cambridge Inn (O'Brien Highway) to Logan Airport, with stop in Boston.
- **Medical, Academic, and Scientific Community Organization (MASCO):** Harvard Square to Boston, via Massachusetts Avenue.
- **EF Education:** North Point to Lechmere Station and North Station.
- **Porter Square:** As part of the new agreement between the City, the Porter Square Shopping Center, and the Porter Square Neighborhood Association, there will be intermittent shuttle service between remote parking lots and the shopping center.
- **Millenium Pharmaceuticals:** Connecting various Millennium locations with Kendall Square and Kendall Square. Millennium operates a number of different vehicles and routes to serve their locations.
- **Abt Associates:** Service in the Alewife area (route unknown).
- **Lesley College:** Connects the Lesley College campus to the Porter Square MBTA station.
- **Harvard - Radcliffe:** Service between various points for students and employees.
- **MIT:** SafeRide shuttle service to points in Cambridge and Boston; bus route to Wellesley College.

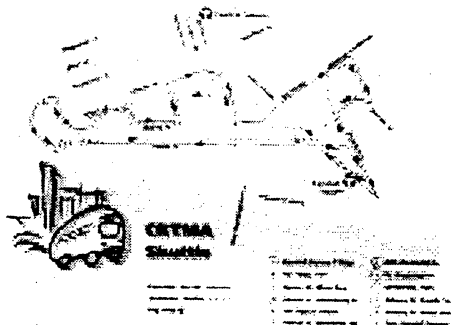
In addition, there are a number of schools that have shuttle buses that run from suburban campuses to urban locations such as Harvard Square.

Shuttles in Cambridge

By Geneva T. Malenfant

A few months ago, the Cambridge City Council passed an ordinance, proposed by the Community Development Department, to manage traffic generated by commercial development. This ordinance called Transportation Demand Management, TDM for short, calls for a variety of measures to lessen the impact of traffic from development. One of the remedies is to provide shuttle buses (generally 10-12 passenger mini-vans) for employees. Either the developer or the owner of the property is responsible for providing shuttle service if that is required by the TDM agreement reached with the city under the provisions of the TDM. Each agreement is reached on a case by case basis.

Even before this ordinance was enacted, a number of shuttles existed, for example; Lotus Development Corporation, US Trust, Cambridgeside Galleria, GTE Internetworking, Millenium Pharmaceuticals, Abt Associates, as well as the educational institutions, Lesley, Harvard-Radcliffe, and MIT. There are about 16 shuttles in all. As you can see from these already existing examples, these shuttles



cover most of the city of Cambridge, primarily linking sites with subway stations. At the present time the only shuttle carrying regular passengers is the Cambridgeside Galleria shuttle (known as the Wave). Last year it carried approximately 1 million riders, only 30 to 50% of whom had as their destination Cambridgeside Galleria. This shuttle also stops at the Kendall Square Cinema on the return trip to the Cambridge Center T stop. As new developments come under TDM, more shuttles and routes will be initiated.

It is time for a more creative approach to the use of these shuttles, one that would open up the use of them to the general public all over the city and merge these separate shuttles into a city-wide transit system. Since most of these shuttles are

not fully utilized, that is they have seats, why couldn't anybody hop on a ride to the T station or to Harvard Square or better yet to other places not served by the MBTA. Of course there would be issues, including liability, which will arise in the discussion of this idea. But it seems that this is the time to start thinking creatively about ways in which we can cut down on automobile trips including those generated by residents of Cambridge.

It is hard to believe that companies in the biotech business in Cambridge want to get into the shuttle bus business. Perhaps they would welcome an organization either non-profit or for profit, which would set up routes and contract with Cambridge companies to provide them with shuttle bus service. The companies would pay for the services and both the public and employees of the companies could ride for little or no cost. School age children engaged in after school projects such as theater or sports might also take advantage of the shuttles, thus making youth activities more available city-wide.

It is time we thought and acted more creatively to address the problem of excess traffic generation caused by the single occupant vehicle. Greater use of

City of Cambridge

In City Council April 26, 1999

The Traffic and Transportation Committee conducted a public meeting on Wednesday, March 31, 1999 at twelve o'clock and fifteen minutes p.m. in the Ackermann Room.

The purpose of the meeting was to conduct an informal discussion regarding the options for shuttle busses in Cambridge.

Present at the meeting were Councillor Henrietta Davis, Chair of the Committee; Councillor Kathleen L. Born, Susanne Rasmussen, Director of Environmental and Transportation Planning in the Community Development Department; Joseph Barr, Community Development Department; Lauren Preston, Deputy Director of Traffic, Parking and Transportation; and Donna P. Lopez, Deputy City Clerk. Also present were Ken Carson, President of the Cambridge Civic Association; James Gascoigne, Charles River TMA; Ted Hamann and Robert Winters, residents.

Councillor Davis convened the meeting. She stated a number of people with information on shuttle busses were invited.

Ms. Susanne Rasmussen, Director of Environmental and Transportation Planning in the Community Development Department, submitted a list of shuttle services currently operating in Cambridge, which is attached as ATTACHMENT A. She stated that there is no master list of shuttle services operating in Cambridge because there is no license required for every shuttle service.

Ms. Rasmussen stated there is an increase in private shuttle busses operating in the city. The Special Permit requirement in the Parking and Transportation Demand Management (PTDM) has caused this increase. The City, she said, requires that shuttle busses become part of an existing service so that there are no overlapping service. The city needs to address ways to coordinate redundant service, she stated. The TMA combines its service with existing services. This is both economically and environmentally sound. The City cannot be in competition with private service. Ms. Rasmussen informed the Committee that Somerville received a state grant to operate a shuttle service for three years; then Somerville has to pick up the cost. The cost per passenger is very high.

The Committee heard from Joseph Barr from the Community Development Department, who outlined the costs involved with the Somerville shuttle service as follows:

Committee Report #1

307 5

A report from Councillor Davis,
Chair of the Traffic and Transportation
Committee, for a hearing held on March 31,
1999, for the purpose of conducting an
informal discussion regarding the options
for shuttle buses in Cambridge.

In City Council April 26, 1999

Report Accepted

PLACED ON FILE

ORDER^S ADOPTED